

in
no



may

1940

PARDEE

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OUR CUSTOMERS RATE THE ORCHIDS

ANOTHER MAJOR AWARD for an outstanding job of packaging goes to a Canco customer. This time to McCormick & Co., for their new line of lithographed IRON GLUE containers.

This line of cans won top honors in the Metal Container Group of the 1939 All-America Packaging Competition. And five other major awards in different classifications also were won by our clients.

We consider it a privilege to have worked with

the companies who won these awards, and feel as pleased as if the honors came to us direct.

Likewise it is gratifying to note that there were more than 30,000 separate entries in this past packaging competition, compared to 271 in 1931.

This shows a significant trend towards the packaging of almost every product in modern business. If you are considering the pros and cons of packaging in your business, we should like to talk it over.

CANCO

★ **AMERICAN CAN COMPANY** ★

230 PARK AVENUE • NEW YORK, N. Y.



THERE'S SOMETHING about the sight of a machine in action that a man finds almost irresistible. With important errands to do, he's likely to while away an hour or more with the sidewalk superintendents—watching the steel claw of a steam-shovel take huge divots from the earth. He'll stand out on a wind-swept right of way with other roadside engineers waiting for a glimpse of a flashing streamliner. He's made innumerable trips to the airport just to marvel at the graceful metal birds as they climb into the sky or swoop down on the field. Old or young, rich or poor, mechanic or white collar man, he misses few opportunities to glory in a machine—any kind of a machine—doing its job. The fascinating sight of efficiently-performing equipment often inspires in him new appreciation of the toil, uncertainty and inaccuracy which the machine has removed—and is still removing—from all manner of tasks and undertakings. We are similarly inspired whenever we stop for a few moments to watch a Phoenix Oven knuckling down to its job of drying decorated tinplate. For prior to 1908, the drying of tinplate was a slow, inexact process. Sheets were removed from lacquering or coating machines or lithographing presses by hand and placed in racks one over the other, in a horizontal position. The racks were rolled into large stationary ovens, which were simply heated rooms with tight doors. Baking for several hours at low temperature was required to dry the sheets. Every time doors were opened, heat escaped. Circulation of air within the oven was poor—resulting in uneven appearance of color on the tinplate. The large amount of floor space required, the excessively long time needed to complete the drying operation, the number of drying racks and large oven capacity required,

the handling and rehandling of the sheets, and other disadvantages resulting from the use of stationary ovens, prompted us to design and construct an automatic, travelling oven—the first of its kind—for drying lacquered tinplate. This oven consisted of a heated tunnel, through which ran an endless conveyor. Tin carrier brackets, about an inch apart, were riveted to this conveyor. Sheets of tinplate were automatically fed from the lacquering machine to the brackets, which carried them through the oven in an upright position—permitting heat to rise and pass through the sheets and thus readily carry off the fumes which tended to cause discoloration. Seven years later, in 1915, we developed a similar oven for drying lithographed tinplate. And one year later, we succeeded in baking coatings on tinplate in an automatic oven. Heretofore this was believed impossible because coatings were applied in too thick a film to be set instantaneously as they came from the machine; and would, therefore, run when the sheets were turned upright. Since the first oven was put into operation many improvements have been made. Lengths of ovens have been shortened, circulating systems have been made more efficient, the Phoenix Tandem Oven for drying tinplate lacquered or varnished simultaneously on both sides, has been developed. Today Phoenix Ovens are used by some of the foremost metal decorators in all parts of the world—as well as in our Chicago and Brooklyn plants. Our introduction and development of automatic ovens for drying decorated tinplate is the result of a long established policy of ours: To strive, always, to better each manufacturing operation, and to thereby subject to constant and steady improvement the product of all our operations—Phoenix Metal Caps.

PHOENIX METAL CAP CO.

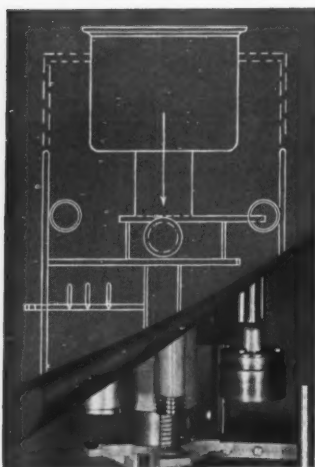
CHICAGO, ILL. • BROOKLYN, N. Y.

Branch Offices: Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco and Los Angeles.

MODERN PACKAGING

C. A. BRESKIN, Publisher

A. Q. MAISEL, Editor



JUNE

Modern Packaging presents in its June issue its annual machinery number upon which the researchers of the Institute of Package Research have been busily working for many months. The effect of new legislation, new competitive and labor situations and new engineering research have combined to produce a vast number of machinery changes and improvements within the last twelve months which will be reflected in the various articles in this issue. Readers concerned with production problems in any of their forms will find this issue of Modern Packaging a permanent addition to their libraries.

Needless to say, those interested in other phases of packaging will not find themselves neglected. Though the emphasis will be on machinery production and factory techniques, there will be a wealth of material of equal interest to designers, merchandisers and package planners.

MAY 1940

VOLUME 13 NUMBER 9

What to do about Xmas.....	37
Gift packing builds Kress sales.....	44
Re-gilding the Lily-Tulip.....	45
Packaging pageant.....	48
Student design competition.....	50
Squibb modernizes two packages.....	52
Toy boxes do a selling job.....	54
Package inspires contest.....	58
Non-soiling private brand labels.....	60
Making the "free offer" work.....	62
Pantry convenience.....	64
New markets for old favorites.....	66
Package legislation.....	68
What the grocer wants in display (a survey—part 1).....	71
Individual show windows.....	76
Display gallery.....	78
Handling made easy.....	80
Achieving ampule sterility.....	83
Machines double daily output.....	86
Equipment and materials.....	88
Plants and personalities.....	96
For your information.....	100
Index of advertisers.....	116



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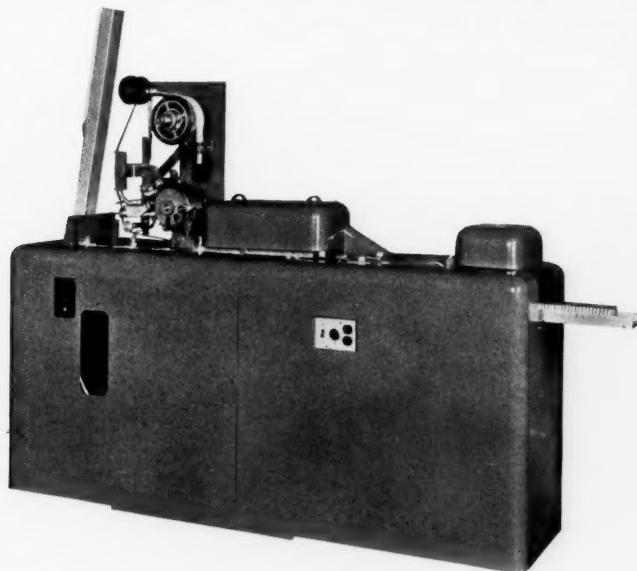
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ANNOUNCING—
A HIGH-SPEED,
INEXPENSIVE

Cellophane

WRAPPING MACHINE

with mechanism for applying Easy Opening Tape



QUICK FACTS

1. High speed—well over 200 units a minute on standard cigarette packages, for instance.
2. Mechanism for applying Easy Opening Tape (optional).
3. Competitively priced because of standard design.
4. Straight line operation—hooks up with other straight line equipment.
5. Uses continuous wrapping principle for maximum speed.
6. Simplified design—sturdy construction.
7. Compact—floor space approximately 2 x 7 feet.

Redington pioneers a compact, high-speed machine that may be just the answer to your problem, "How can we Cellophane wrap our product economically . . . or add that very convenient Easy Opening Tape and yet *not* spend a fortune on equipment?"

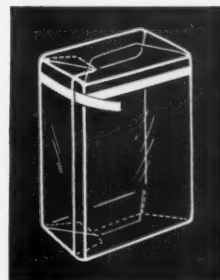
Originally designed for a celebrated Cellophane wrapped cigarette package, this Redington machine is now a *standard type* . . . available for early delivery . . . *competitive in price* but above any competition in *quality*. Mechanism for applying Easy Opening Tape is optional.

The *sales value* of this Tape, however, cannot be overestimated. Just as Cellophane wrapping was the mark of a modern package a few years ago . . . so, today, the *handy* Easy Opening Tape adds a *plus* to your package's appeal. Just recently, a survey of housewives showed an 82% preference for a tape opening device to a slit in the Cellophane . . . 69% voted for placing the tape around the *top* of the package for maximum convenience (note description at right of Redington's method).

Write for full details of this remarkable machine.



Notice how the tape projects at the upper left hand corner—the *natural position* for tearing off. With the tape at the *top*, the entire top of the Cellophane wrap is *quickly removed*. The seam of the wrapper is on the edge and folds at the top and bottom.



F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

PACKAGING MACHINES *

for CARTONING • WRAPPING • SPECIAL PACKAGING

RAISED TO NEW HEIGHTS *of Quality and Brilliance* BY A.C.M. CLAY COATED



*The trend
is toward*

A.C.M. Clay Coated CARTONS AND CARTON BOARD

Two more prominent names will now appear on cartons expertly printed on A. C. M. CLAY COATED Carton Board . . . BAYER'S ASPIRIN and FASTEETH. Isn't it significant that so many of our country's most successful merchandisers and a lot of smaller but no less particular carton buyers are switching to A. C. M. CLAY COATED? The trend among progressive carton users is definitely toward CLAY COATED! For they have found it produces a degree of quality and brilliance unapproached by any other carton board they have ever used. Since 1921, A. C. M.'s already substantial production of fine clay coated boards has increased about 400%! Your own cartons and displays will glisten with new brilliance and lustre, when printed on the smoother, more rigid, whiter finish of this finest of all carton boards. Ask your carton maker about A. C. M. CLAY COATED. Have him proof your plates on it, submit samples, dummies and moderate cost estimates . . . or write our nearest office for helpful service.

AMERICAN COATING MILLS, INC.
GENERAL OFFICES AND MILLS: ELKHART, INDIANA
22 E. 40TH STREET, NEW YORK • WRIGLEY BUILDING, CHICAGO



— SILVER RAY —

517-AN

For Christmas Boxes what could be more attractive than this SILVER RAY box paper by Hampden. If this pattern No. 517 seems to satisfy, be sure and send for the new Silver Ray Sample Book showing three other attractive patterns, all in a wide range of color treatments and embossings.

Sample work sheets gladly furnished on request.

HAMPDEN
GLAZED PAPER AND CARD COMPANY
Holyoke, Massachusetts

SALES REPRESENTATIVES

Chicago, Ill. — 500 So. Peoria St.

Philadelphia, Pa. — 412 Bourse B'd'g.

New York, N. Y. — 60 East 42nd St.

San Francisco, Calif. — 420 Market St.

Toronto, Canada — 137 Wellington St. West

Fred'k. Johnson & Co., Limited — 234, Upper Thames Street — London, E. C. 4, England

R. W. Davis — 335 Flinders Lane — Melbourne C 1, Australia

INDEPENDENT AND HELPFUL



On The Bright Side!

Decorated containers have enormous advertising value. The bright side of every can is a miniature billboard.

It is just here that Crown Can offers such outstanding service. The use of the latest and most approved type of lithographing presses and ovens and a staff of capable artists insure unusual excellence of color work and design.

Crown makes a large variety of metal cans, drums and kits. The art department is ready to serve you either in the selection of an entirely new package or in re-designing your present container.

Because of large volume production and modern plant facilities Crown is able to offer fast service and top quality workmanship at eminently fair prices.

CROWN CAN COMPANY, PHILADELPHIA, PA.

Division of Crown Cork and Seal Co.

BALTIMORE ST. LOUIS HOUSTON MADISON ORLANDO

CROWN CAN

You Owe it to your Product . . .

. . . to ask these 6 Questions about *Transparent Packaging*

YOU: Why should I consider Transparent Packaging?

RITCHIE: Because it is a new and effective packaging medium. Because it shows your product to the best possible advantage, gives it new display value and sales-appeal. Just look at the Transparent Packages on display these days in almost any store.

YOU: But how do I know it's suitable for my product?

RITCHIE: Maybe it isn't. Yet we are making sales-winning Transparent Packages for such diverse merchandise as shoes, hosiery, cosmetics, jewelry and so forth. It is a very flexible medium as far as design, durability and protective features are concerned.

YOU: Would it require changes in my production methods?

RITCHIE: From our experience, we'd say probably not — or, if so, only slight changes.

YOU: How much does it cost?

RITCHIE: Not as much as you might think — though, of course, as with other packages, price depends upon the type required. Basically, Transparent Packaging is not prohibitively costly for most articles.

YOU: Can I see samples and suggested designs?

RITCHIE: Of course! We'll be delighted to supply them and to work with you in every way possible, once we know more about your problems. Why not write to us now?

RITCHIE IS THE LARGEST package manufacturer in the country producing Set-Up Paper Boxes, Fibre Cans and Transparent Packages. Have the advantages of Ritchie's 74 years experience, money-saving facilities and nation-wide service, whichever type of package you need.

W. C. Ritchie
AND COMPANY
8849 BALTIMORE AVENUE • CHICAGO

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

NEW YORK

DETROIT

LOS ANGELES

ST. LOUIS

ST. PAUL

DENVER

MIAMI

This Elephant **Doesn't Forget**

For a long time, this elephant has been helping to sell TETLEY TEA.

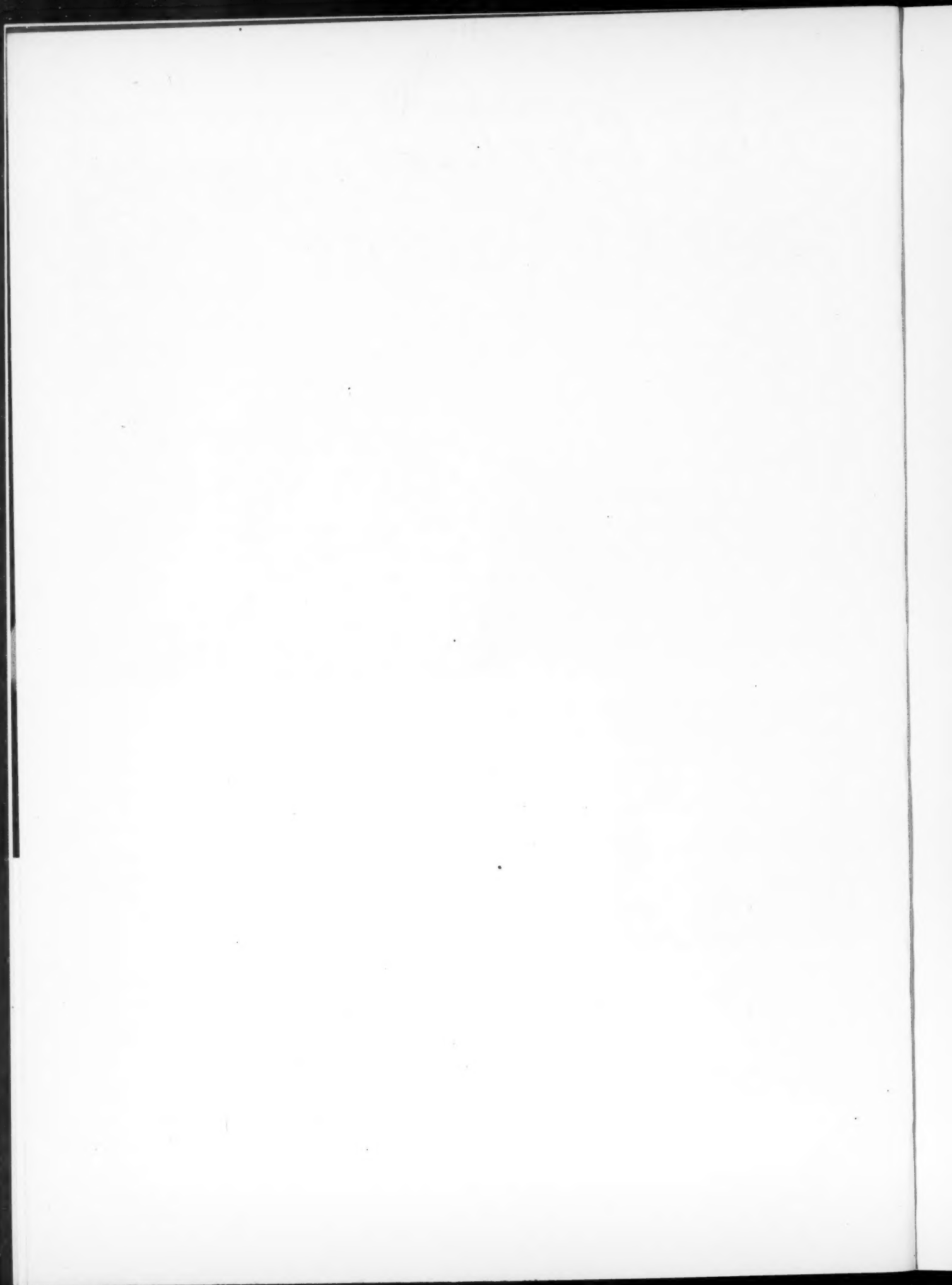
The "U-S" organization has repeatedly pictured him for counter, window, and floor duty. Because of his power to sell, he is presented with enthusiasm by TETLEY salesmen, and given a royal welcome by chain stores, independents, and "super-markets." He never forgets his duty—he sells anywhere.

Perhaps we can develop or adapt a "trade figure"—in the form of a display or floor merchandiser—to do selling duty for your products at the point-of-sale.



The UNITED
U.S. TRADE PHOTO
HOME

- * AMERICAN LITHOGRAPHIC DIVISION
- * ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
- * DONALDSON LITHOGRAPHING DIVISION
- * ERIE LITHOGRAPHING & PRINTING DIVISION
- * PALMER ADVERTISING SERVICE DIVISION
- * W. F. POWERS DIVISION
- * THE SCHMIDT LITHOGRAPHING DIVISION



PROTECTS CRISPNESS
AND FLAVOR... PREVENTS
SOGGINESS... EVEN IN WET
HUMID CLIMATES!

5¢ SUP-ER-PAK 5¢
NUTS AND CANDIES

**GUARANTEES
FRESHNESS**

AND
OUR GUARANTEE
HOLDS WATER

* *Pliofilon* IS A REGISTERED
TRADE MARK, PRODUCT OF THE
GOODYEAR TIRE AND RUBBER COMPANY



*Types of Pliofilm packages
used by leading packers.*

YOU can judge the signal advantages of Pliofilm as a packaging material for nutmeats from facts like these:

It has already been adopted by many of the largest packers of all varieties of nutmeats.

Marketing experience for the past two years proves that nutmeats in Pliofilm bags stay fresh more than

Winner of all highest awards for transparent packaging—1939 All-America Package Competition.

three times as long as in other transparent bags.

Pliofilm's tough durability eliminates the danger of broken or torn packages. Its window-clarity displays your product at its appetizing best.

It is easily handled in bag-making and packaging machines; heat-seals in an airtight weld. No other wrapping material offers the advantages of Pliofilm made exclusively by Goodyear. For samples and complete information, write: Pliofilm Sales Department, Goodyear, Akron, Ohio.

THE BEST THINGS COME SEALED IN

GOODYEAR

Phiofilm

Phiofilm—T. M. The Goodyear Tire & Rubber Company

Many "points of perfection"

SEFTON FIBRE CAN COMPANY

Plants—St. Louis, Missouri • New Iberia, Louisiana

DISTRICT OFFICES:

Los Angeles	San Francisco	Denver	Tampa	Chicago	Des Moines			
New Orleans	Boston	Detroit	Kansas City	St. Paul	Omaha	New York	Cincinnati	Cleveland
Oklahoma City	Pittsburgh	Memphis	Nashville	Dallas	Houston	Salt Lake City	Seattle	

DISTRICT OFFICES: Los Angeles San Francisco Denver Tampa Chicago Des Moines
New Orleans Boston Detroit Kansas City St. Paul Omaha New York Cincinnati Cleveland
Oklahoma City Pittsburgh Memphis Nashville Dallas Houston Salt Lake City Seattle

"Those ENGINEERED-PRECISION CARTONS sure cured my production headache"



"Yes . . and these
figures show it"

Gardner-Richardson Engineered-Precision Cartons click through the filling machines with fewer jam-ups. They're more exactly made!

YOU INSTALLED high-speed automatic packaging machines to cut costs—but they can't produce to capacity with ordinary cartons. Switch to Gardner-Richardson Cartons—the cartons that are *engineered* to click through the machines with minimum delays.

Gardner-Richardson Cartons are scientifically controlled in the making—from pulp to finished product. The boxboard is more uniform in caliper and weight, more uniform in folding and sealing qualities. And cutting and creasing dies are made to micrometer exactness. They're *precision-engineered*. That means less

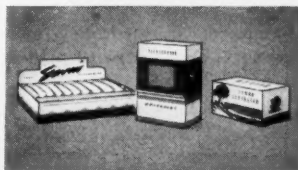
spoilage. Less time out for filling machine adjustments. Higher production at lower cost!

We'll be glad to show you samples of these crisper, brighter, more exact cartons. They cost no more than ordinary cartons—in the long run they cost less. Your inquiry will receive prompt attention.



HE'S MAKING SURE! Science is on the watch, all along the line, in each of the two great Gardner-Richardson plants. That's why Gardner-Richardson Cartons meet the most exacting specifications, order after order.

GARDNER-RICHARDSON SPECIALIZED BOXBOARDS



LITHWITE is a smoother, whiter, economical boxboard that prints with extraordinary color brilliance, gives cartons greater display value.

GREASENE: A boxboard for the economical protection of products with grease or oil content.

HYDRO-TITE: A special boxboard for products that need moisture-proof protection.

The GARDNER-RICHARDSON Co.

Manufacturers of Folding Cartons and Boxboard

MIDDLETOWN, OHIO



THIS SYMBOL is your assurance of greater uniformity, higher quality, better appearance, better product protection—profit and satisfaction.

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT

MAY • 1940 9

Take a tip from Department S



at Store Window Dressers!

**MAKE EVERY PACKAGE A MERCHANDISE DISPLAY AND
SEE HOW YOUR FRUIT AND VEGETABLE SALES JUMP!**



● You can learn a lot from department store operators—particularly in the matter of display. Their window dressers are merchandise men. They build those windows not only to display their goods, but to actually create sales by arousing the urge to buy.

Glass packages do much the same. Fruits and vegetables packed in glass create the urge to buy, even among women who had had no previous idea of making a purchase. Yet glass packages cost little if any more than other types of containers. And each glass container is a complete merchandise display. It shows your fruits and vegetables with *all* their colorful eye and appetite appeal. It allows the housewife to make her choice between your actual product, which she can see, and the uninspiring label of your competitors. With that choice, you *know* which one she'll choose!



Anchor Hocking, you know, is the *only* company that furnishes *complete* packaging service. We make the lightweight glass containers. We make the closures. We make the processing equipment. And recently we have perfected a new, simplified, super high-speed steam vacuum capping machine that has the whole industry talking!

Get in touch with us right away by mail, by wire or phone. There's plenty of time for Anchor Hocking to make the simple, inexpensive switch for you. We'll send to your desk an expert in food merchandising and packaging—a man who knows the facts and figures about *your* industry and can give you concrete evidence of how glass packaging will broaden your markets and increase your sales!

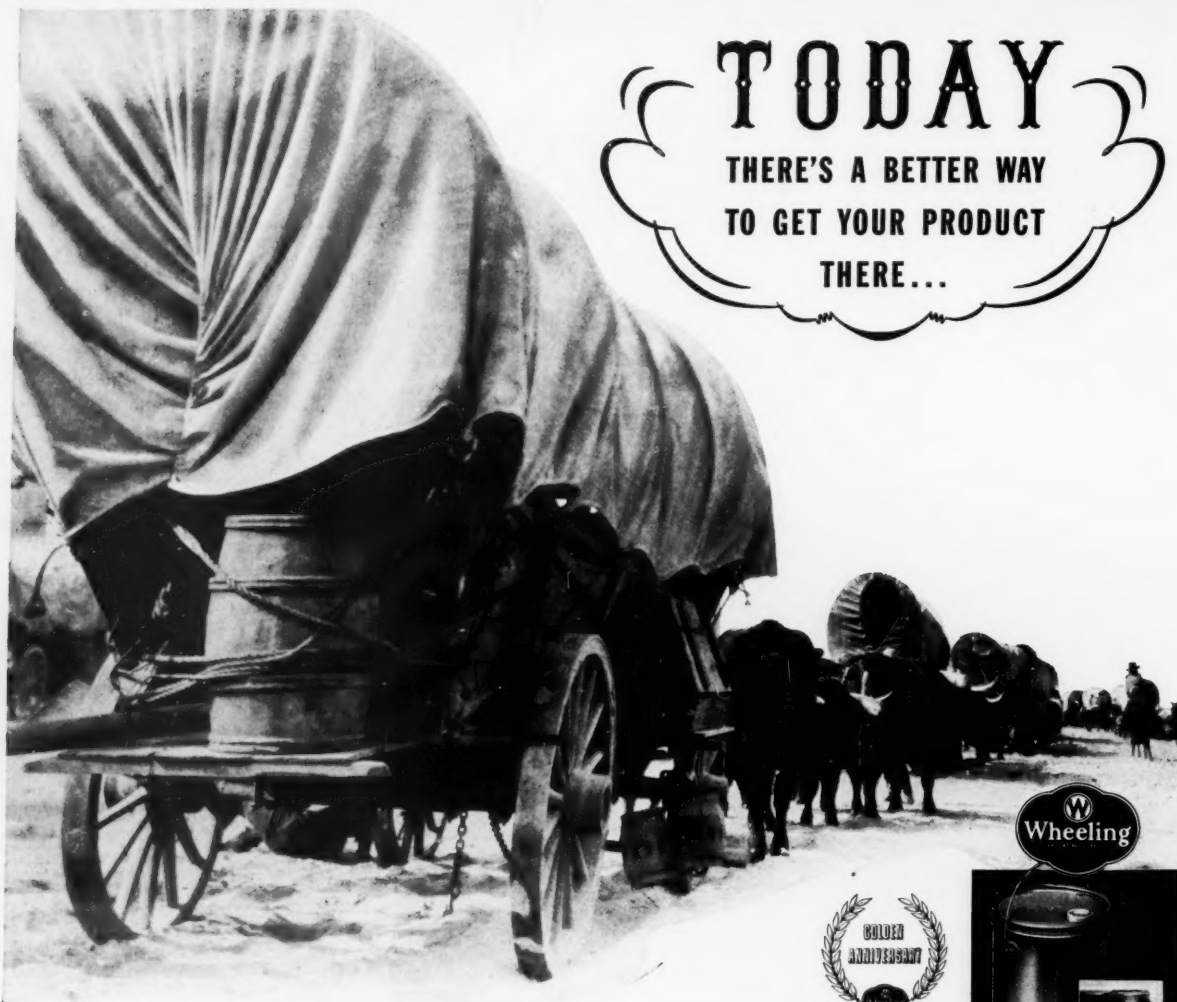
ANCHOR HOCKING GLASS CORPORATION, Lancaster, O.

Closure Subsidiary: ANCHOR CAP & CLOSURE CORPORATION
Long Island City, N. Y. and Toronto, Canada

ANCHOR HOCKING

-an unbeatable combination

GLASS
CAPS



TODAY
THERE'S A BETTER WAY
TO GET YOUR PRODUCT
THERE...



...Pack In
WHEELING *Steel* CONTAINERS

In this day of streamlined speed and scientific sanitation—packages must keep step. A tamper-proof Wheeling Steel Container, attractively lithographed with your label, tells the world that your product is thoroughly *modern* and fully *safeguarded*. We offer a wide range of capacities, styles and closures. All meet I.C.C. specifications. We will welcome an outline of your requirements that we may quote—with samples.

LISTEN TO THE MUSICAL STEELMAKERS EVERY SUNDAY AFTERNOON—MUTUAL NETWORK

WHEELING
CORRUGATING COMPANY

General Offices: WHEELING, WEST VIRGINIA
OFFICES AND WAREHOUSES IN PRINCIPAL CITIES



THIS **GIANT** FEDERAL SERVER IS A **GIANT** OF A SALES-BUILDER, TOO!



This giant (1½ quarts) size, FEDERAL SERVER, has been a coast-to-coast smash hit selling to consumers.

Think of what it will do for your product as a premium!

The quick-trigger stainless steel top works just as smoothly and easily as do the smaller 11 oz. Federal Servers. Drip is cut instantly! No more mess or waste. Ideal for iced tea (holds back ice cubes when pouring tea), milk, cocktails, water, waffle or pancake batter. Colorful Catalin handle, and graceful, balanced jar.

Write now for further information on this sure-fire premium!

FEDERAL TOOL CORPORATION

CLOSURES WITH A FUNCTION

400 NORTH LEAVITT STREET

CHICAGO



**MISTER, HERE'S
WHAT WILL HELP YOUR
PRODUCT SELL!**



WHEN it comes to giving your package new zip, new life, new sales appeal, you can't beat a colorful "Cel-O-Seal" cellulose band! These trim, modern bands come in a variety of beautiful colors that lend a crowning touch to your package.

And there's still another mighty good reason for using "Cel-O-Seal." Customers appreciate the added assurance that these attractive bands give them. They know that the product inside the package is as good as when it left the factory,

because "Cel-O-Seal" locks closures to bottles . . . prevents opening and sampling prior to sale . . . safeguards against contamination due to the accidental backing off of closures during shipment.

These smart-looking, protective bands cost only a small fraction of a cent each, and are easily applied by hand. Send us a sample bottle . . . we'll be glad to top it off with a colorful "Cel-O-Seal" band for your inspection.

Du Pont on the Air—Listen to "The Cavalcade of America" Tuesdays, 9 p. m. E. S. T., NBC networks

CEL-O-SEAL TRADE MARK **BANDS**

Made by **DU PONT** Sold by:

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Cel-O-Seal" Section, Empire State Bldg., N.Y.C.

ARMSTRONG CORK COMPANY
Glass & Closure Division, Lancaster, Pa.

I. F. SCHNIER COMPANY
583 Bryant Street, San Francisco, Calif.

★ ★ ★ ★ ★

YOUR

Christmas Package

PROBLEMS

SOLVED... *with*

Ribbonette

REG. U. S. PAT. OFF.

All the color, sparkle and festive atmosphere of the holiday season is caught in the strands of these strong cotton ties. There is a broad assortment of bright colors enlivened by gold and silver trim and a multitude of patterns decorated with the traditional bells, holly, poinsettias, Santa, etc., etc.

Thus, whether you use a special wrap or container or simply dress up your regular package, Ribbonette will add just the touch to make it a real Christmas gift.

Don't forget—Ribbonette is strong and will do a real utility job of tying as well as provide decoration.

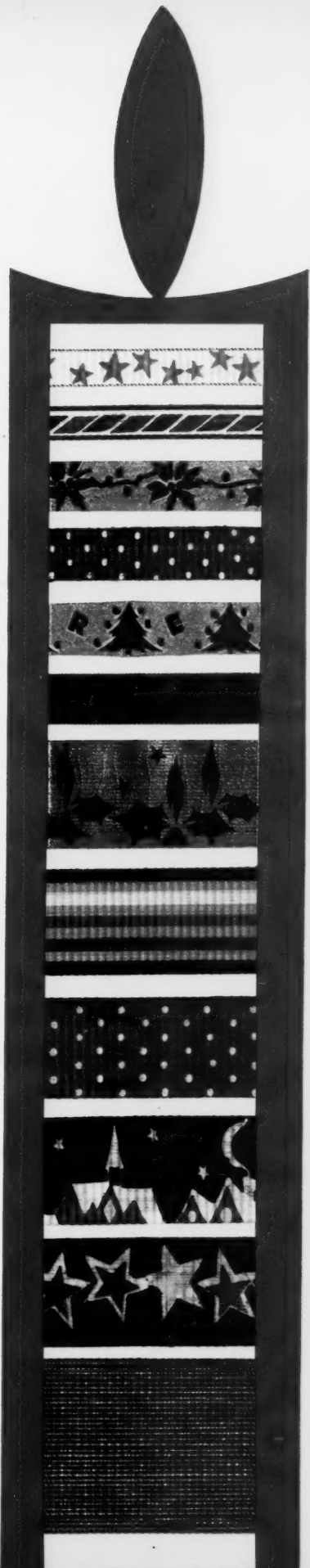
Write for samples today—or better still send us one of your packages and let our artists suggest a Ribbonette to use on it.

CHICAGO PRINTED STRING CO.

2320 LOGAN BLVD.
CHICAGO, III.

225 FIFTH AVE.
NEW YORK, N. Y.

1915 A QUARTER-CENTURY OF LEADERSHIP 1940

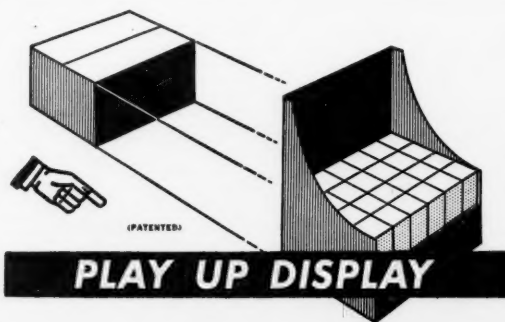
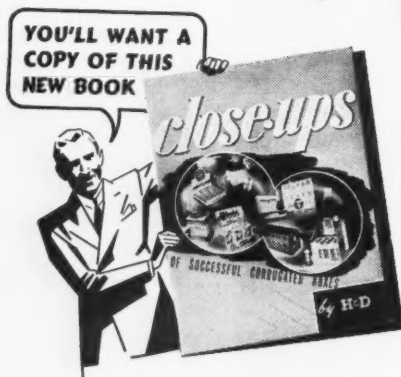




Discovered...

an idea dealers go for!

Some mighty shrewd merchandisers have discovered the "H & D DUPLEX"—a shipping box that opens into a counter display. Dealers go for it because (1) it moves merchandise (2) it takes only a moment to slit the tape, fold according to directions and set up a counter display (3) it always looks fresh and clean because it is used only until the contents are sold, when a brand new display box takes its place. You'll like it. Your dealers will like it. Let an H & D representative give you complete details.



Better See H & D
... AUTHORITY ON PACKAGING

HINDE & DAUCH • Executive Offices, 4014 Decatur St., SANDUSKY, OHIO
Factories in Principal Cities • Canadian Address: Toronto, Ontario

NOTE THE DIFFERENCE IN
GLOSS AND APPEARANCE
UNCOATED
PLIOLITE
COATED
READ THE FULL STORY
ON THE FOLLOWING PAGE



GOOD YEAR



PLIOLITE

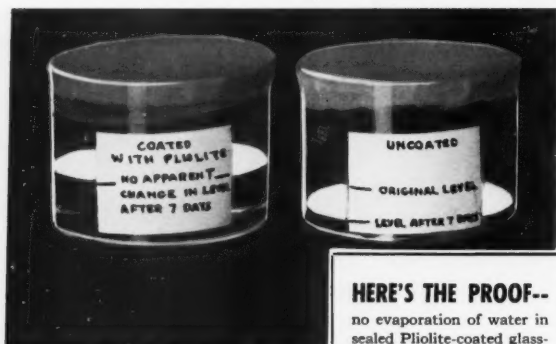
PAPER
COATINGS

FOR SUPERIOR MOISTURE-VAPOR PROOFNESS ... USE ..

GOOD  YEAR

PLIOLITE

PAPER COATINGS



Glassine papers and other packaging stocks can now be given a high degree of moisture-vapor proofness—either on one or both sides—at economical cost by the application of Pliolite* paper coatings.

The impermeability of a Pliolite-coated paper is strikingly illustrated in the above picture. Papers so treated can be easily converted into any type of container, either by the use of adhesives or heat sealing.

In addition to this superior moisture-resistance, the use of Pliolite on both wrappings and labels gives them a vastly improved gloss and appearance, as you will note from the example on the preceding page.

A Pliolite-protected paper package is as efficient as metal for many types of hygroscopic products—and costs far less!

For Paraffin Coatings, Too


Better paraffin coatings are now being made by incorporating Pliolite directly into the paraffin and applying by use of a solvent. By this method the crystalline paraffin actually becomes amorphous in nature, giving the coating greater toughness and strength, improved moisture-vapor proofness and heat-sealability. We can supply such combinations, known as Pliowax, ready to use.

Put your difficult packaging problems up to us—let us show you how you can have better packages at less cost with Pliolite paper coatings. Address: Pliolite Sales Department, Goodyear, Akron, Ohio.

*PLIOLITE is a registered trade-mark of The Goodyear Tire & Rubber Company.



A centennial product of The Greatest Name in Rubber

GOOD  YEAR

It is a Gift

WHEN

PACKAGED IN ETHOFOIL



Here are your Ethofoil advantages:

- GLISTENING TRANSPARENCY
- LONGER LIFE
- DIMENSIONAL STABILITY
- LOW TEMPERATURE FLEXIBILITY
- STABILITY TO LIGHT AND AGING
- EASY PRINTABILITY

Packages as illustrated designed by W. C. Ritchie & Co.

CRISP, tough, glistening Ethofoil*, Dow Ethyl Cellulose Film, makes the gift!

Manufacturers who are eager to get their products featured in window and store displays find that modern, attractive looking Ethofoil packages are invariably shown preference.

But equally important, Ethofoil-packaged products make an irresistible appeal to the customer—speeding sales—giving your product a “gift”

appearance in May or December.

Ethofoil also gives your package the necessary combination of dimensional stability, low temperature flexibility and resistance to the destructive effects of light and aging. Ethofoil packages will not wrinkle, warp or become brittle or discolored.

Clear transparent Ethofoil comes in thicknesses ranging from .001" to .020", both in sheets and rolls up to 25 inches in width. Colored Ethofoil

is also available for packaging. Fabrication methods include adhesives and drawing. And Ethofoil is notable among all foils for easy printability. For more complete information write to the Cellulose Products Division.

*Trade Mark Reg. U. S. Pat. Off.

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

Branch Sales Offices: 30 Rockefeller Plaza, New York City; Second and Madison Streets, St. Louis; Field Building, Chicago; 9 Main Street, San Francisco; 4151 Bandini Blvd., Los Angeles



CHEMICALS INDISPENSABLE TO INDUSTRY



SAVE TIME — With boxes that are quickly erected!

SAVE STORAGE SPACE — They come to you in the flat!

SAVE IN INVESTMENT — They require no equipment to erect!

SAVE YOUR PRODUCT FROM DAMAGE — SIMPLEX BOXES
are extra strong and rigid!



Package your product in a paper carton that efficiently meets plant and production requirements; that saves space, time and money, — a box that is a silent, but effective salesman.

Look for the Trade Mark "SIMPLEX." SIMPLEX boxes are precision made. Why spend your money for imitations? Buy "SIMPLEX" Trade Marked boxes to guarantee quality.

Whatever your Product — whatever your problems, a suitable one or two piece SIMPLEX box is made to meet your requirements. Myriads of manufacturers package products in some form in paper cartons, and — SIMPLEX box users are successful.



Write today for samples and full data.

SIMPLEX PAPER BOX CORPORATION
LANCASTER **PENNSYLVANIA**

18 **MODERN PACKAGING**



Trade Mark
Made Under License In All Parts Of
The U. S. A. And Canada

Cho

- 1.
- 2.
- 3.
- 4.

Postage
Will be Paid
By
Addressee

BUSINESS REPLY

First Class Permit No. 14721 New York, N.Y.

LOUIS DEJONGHE & COMPANY

157 SIXTH AVENUE

127 Striking New Designs



THE PAPERS ON THIS PAGE are only a few of the 127 sparkling new designs, the rich, vibrant colors that characterize the DEJONGE holiday and gift fancy papers—of which you can get complete samples by mailing the attached postcard.

DEJONGE
1940 CHRISTMAS BOOK
With 127 New Papers Now Available For Your Packaging Department.

LOUIS DEJONGE
& COMPANY

161 6th Avenue New York
BRANCHES:
Chicago Boston Philadelphia
Pacific Coast Representative: ZELLERBACH PAPER COMPANY
Canadian Representative: E. H. WILKINSON & CO., LTD.: Toronto



PACKAGING CATALOG—PURCHASE CONSULTANT

The *Packaging Catalog* is the buy-book of packaging, the *only* catalog of the broad packaging fields, the *only* compendium of package information. Every type of package, from glass vials to corrugated containers, from set-up boxes to transparent wraps; every package material and package part; every type and kind of packaging machinery and equipment; all the package-making and packaging processes—all of these phases of packaging are dealt with in authoritative articles by leading members of the field. Advertisements (complete with swatches and actual samples) of every leading supplier in all of the varied fields contribute a wealth of information to aid buyers. Thousands of leading firms tell us that the *Packaging Catalog* is literally indispensable in the solution of their packaging problems. Order your copy *now*—only a limited supply remains!



1940 PACKAGING CATALOG—\$2.50 per copy

Breskin Publishing Corporation

Chanin Building

122 East 42nd Street

New York City

KIMBLE GLASS VIALS

MODERN *Containers for*
MODERN *Packaging*
and Sampling Demands

Wherever modern packaging is desired
—for drugs, perfumes, cosmetics, ex-
tracts, oils, foods, samples and novel-
ties—Kimble Vials are usually the
FIRST CHOICE.

For A NEW VERSION OF YOUR OLD PACKAGE *Consult*
A RAPID ACCEPTANCE OF YOUR NEW PRODUCT *Kimble*



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY . . . VINELAND, N. J.
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON



Two boxes, alike in every respect—but one!

Made of high quality boxboard, wrapped in beautiful paper—but one was made with inferior adhesive.

Result: Disaster!

Nobody sees your adhesive but your boxmaker. But consumers see the *results*. It is no accident, therefore, that packages held together by STAR adhesives outsell similar packages made with inferior adhesives. Because "STAR stuck" packages *stand up and sell* under rough handling, hold together and do their jobs under the most adverse conditions.

Specify STAR and get the best adhesive for your purpose.

- ★ Case Sealing Glue
- ★ Folding Box Glue
- ★ Cold and Hot Pick-Up Gum
- ★ Tin Paste
- ★ Brightwood Gum
- ★ Tightwrap Glue
- ★ Carton Sealing Glue
- ★ Bench Paste
- ★ Bottle Labeling Gum
- ★ Tube Glue
- ★ Lap End Paste
- ★ Ice Proof Bottle Label Gum

Write for our folders { "Make Your Identity Stick"
"Here's a Bird of An Idea"

BINGHAM BROTHERS COMPANY

Every Kind of Roller and Adhesive

NEW YORK
400 PEARL STREET

PHILADELPHIA
531 CHERRY STREET

BALTIMORE
131 COLVIN STREET

ROCHESTER
900 HUDSON AVENUE



The TOPS in FANCY PAPERS



Lift the Swatch

A complete selection of *important* fancy papers—with the *exclusive* three-dimensional design—at prices that fit your budget. CHENILLE papers *demand* attention. THEY PUT SALES-PUNCH INTO YOUR PACKAGE, BECAUSE THEY ARE SO NEW AND SMART.

This box-wrap is one of a number of custom designs we have created in Chenille. Our Custom Design Department is at your service for special patterns.



Ask your paper dealer for our new and most gorgeous creations in Chenille Papers or write direct for our latest Sample Book.

**THE ARTISTIC
FLOCK NOVELTY CO.**

86-94 FULTON STREET

PATERSON, N. J.



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- ★ Bench Paste
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- ★ Tube Glue
- ★ Lap End Paste
- ★ Ice Proof Bottle Label Gum

Write for our folders { "Make Your Identity Stick"
"Here's a Bird of An Idea"

BINGHAM BROTHERS COMPANY
Every Kind of Roller and Adhesive

NEW YORK
606 PEARL STREET

PHILADELPHIA
551 CHERRY STREET

BALTIMORE
131 COLVIN STREET

ROCHESTER
300 HUDSON AVENUE





CHENILLE

takes the eye—and brings home the bacon because it has new sales appeal. You can see and feel the design. This is the most extraordinary fancy paper you can use on your package. Chenille comes in a wide range of stock designs or it can be made to your own pattern.

Lift the Swatch

A complete selection of important fancy papers—with the exclusive three-dimensional design—at prices that fit your budget. CHENILLE papers demand attention. THEY PUT SALES-PUNCH INTO YOUR PACKAGE, BECAUSE THEY ARE SO NEW AND SMART.

This box-wrap is one of a number of custom designs we have created in Chenille. Our Custom Design Department is at your service for special patterns



Ask your paper dealer for our new and most gorgeous creations in Chenille Papers or write direct for our latest Sample Book.

**THE ARTISTIC
FLOCK NOVELTY CO.**

86-94 FULTON STREET

PATERSON, N. J.

"VERSATILE • PRACTICAL • GIFT PACKAGING"

To really appreciate what Smithcrafted packaging can do for your merchandise—to enhance its "quality" background—to surround it with a "Gift" atmosphere—you really must first appreciate the wide range of possibilities it offers in size—shape—color—beauty of design—after-use utility—in "Home" acceptance.

Smithcrafted Packaging Units do not go into the kitchen and stay there necessarily—or find their way to some forgotten corner of the attic to become a "dustcatcher" or hide themselves in the drawer of some dresser—but; because of their beauty, their actual decorative value; they are kept out in the open, on living room end tables, on bedroom dressers and chiffes, on piano tops, where they can be admired and complimented and where their story of your merchandise and its quality background is told over and over again.

Smithcrafted Packaging Development "Engineers" are experts in their field. They will be glad to suggest ways and means of using the versatility of Smithcrafted Packaging Units to your advantage or, if it appears that your product should use some other type of packaging unit, to tell you so frankly and without prejudice because their job is to serve as packaging consultants, using their knowledge and experience to help you. Your inquiries will be promptly answered.

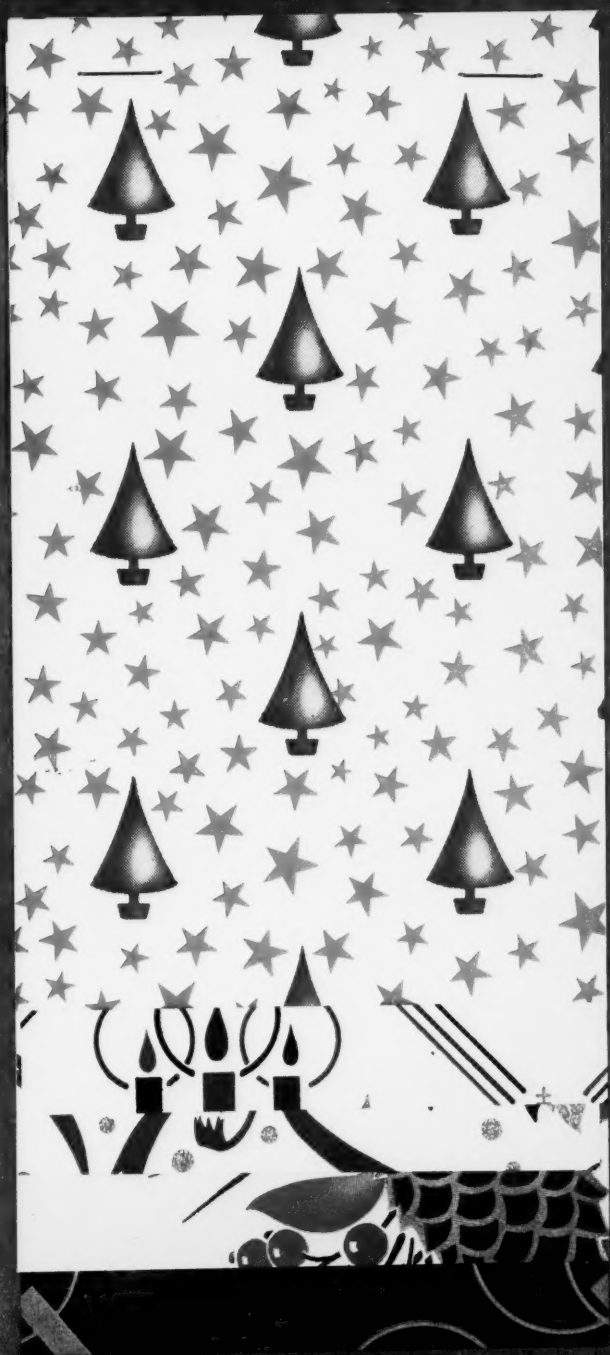


THE S. K. SMITH COMPANY

2857 N. WESTERN AVENUE

CHICAGO, ILL.

New York Office, 52 Vanderbilt Ave., MUrray Hill 9-8290





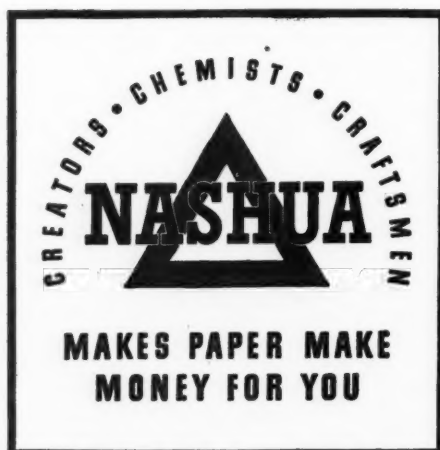
ADD "PACKAGE APPEAL" TO "GIFT APPEAL" WITH NASHUA HOLIDAY PAPERS

Here are wraps that can really put a product in holiday mood. You could do up the time-honored piece of coal in one of these gay Nashua papers—and it would make a welcome gift.

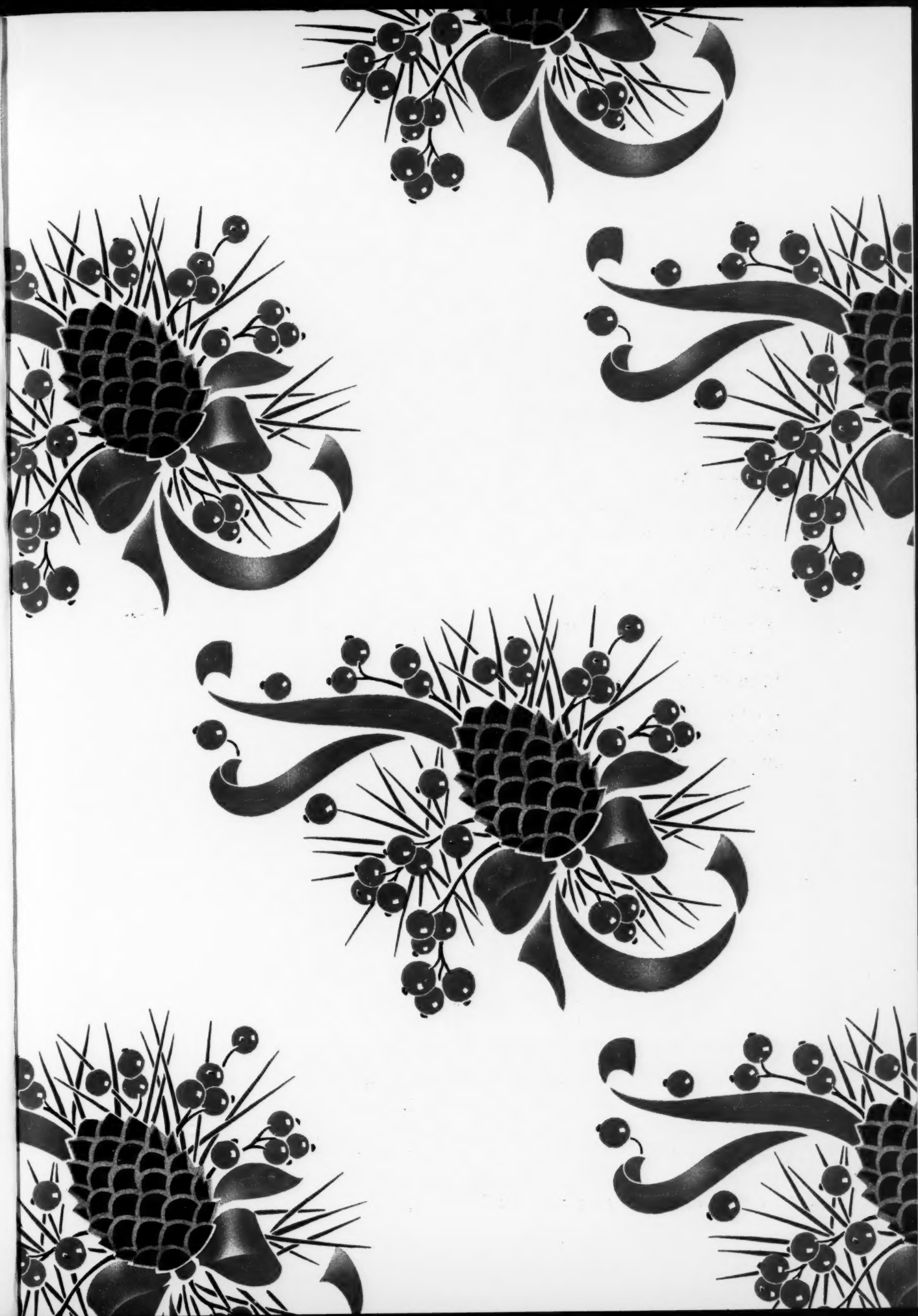
More merchandisers are picking Nashua wraps this year—for Nashua CREATORS have a knack of making up designs that are as crisp as the night before Christmas—as gay as mistletoe—as promising as a Christmas stocking.

Like all Nashua papers, these Christmas wraps are quality-manufactured by Nashua CRAFTSMEN, quality-controlled by Nashua CHEMISTS. Write us for 1940 Sample Book, showing complete line of Holiday sample papers.

NASHUA GUMMED AND COATED PAPER COMPANY
NASHUA, NEW HAMPSHIRE



Look for the Triangle  Sign of a Nashua Value





CHAMPION KROMEKOTE

Even such beauty as is found in Nashua's Pine Cone Christmas design is enhanced by the brilliance of Champion Kromekote, the sensational new coated paper that combines extremely high finish and remarkably fine printing qualities. Here is a covering worthy of the most beautiful boxes for gifts, candy, stationery, perfume, cosmetics—in fact, any of the fine things which become so much more acceptable when nicely packaged.

Kromekote is a patented product exclusive with Champion. It has a real affinity for ink, and prints like Champion's other fine coated papers. It wraps

well on all types of automatic wrapping and stripping machines, and is properly sized for pasting on setup boxes.

Kromekote is now made in white and thirteen colors . . . ivory, light pink, pink, pale green, deep green, canary, orange, primrose, light red, deep red, light blue, turquoise blue and deep blue. Other colors are being developed as rapidly as possible. Colors are clean, solid, mirror-like in their depth of surface, and remarkably free from mottle. Kromekote is stocked by the following merchants, or we shall be glad to send you samples upon request.

BOSTON, MASS. K. E. Tozier Company
Chas. W. Williams & Co., Inc.

CHICAGO, ILL. Dwight Bros. Paper Co.
Chas. W. Williams & Co., Inc.

CINCINNATI, OHIO . . . Queen City Paper Co.

NEW YORK, N. Y. Holyoke Coated & Printed Paper Co.
Royal Paper Corp.
Chas. W. Williams & Co., Inc.



PHILADELPHIA, PA. . . . Garrett-Buchanan Co.
Matthias Paper Corp.
Whiting-Patterson Co., Inc.

ROCHESTER, N. Y. Paper Service, Inc.

ST. LOUIS, MO. Butler Paper Co.
Shaughnessy-Kniep-Hawes Paper Co.

THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI

This is Champion Kromekote, Ivory

Command Performance!



Your PRODUCT takes the SPOTLIGHT...dressed for a feature part . . . under smart CONTAINER sponsorship. ★ Comment-stirring and quality-convincing, sensational PACKAGING stages a *command performance* before the gaze of hesitant buyers. ★ "NATIONAL" Container Service embraces those assertive qualities of practical design and novel display which invariably bring backstage merchandise up to a *command performance*.

NATIONAL CAN CORPORATION

SUBSIDIARY OF MCKEESPORT TIN PLATE CORPORATION

EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY

Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MANHATTAN, N.Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, ONT.

GIFT CHESTS

PILLIOD CHESTS

SINCE
1896

PRODUCT DISPENSERS
and CABINETS

THE PILLIOD CABINET COMPANY • SWANTON, OHIO

If you need
**PRODUCTION
EFFICIENCY**

If you need
PROTECTION

If you need
ECONOMY

If you need
EYE APPEAL

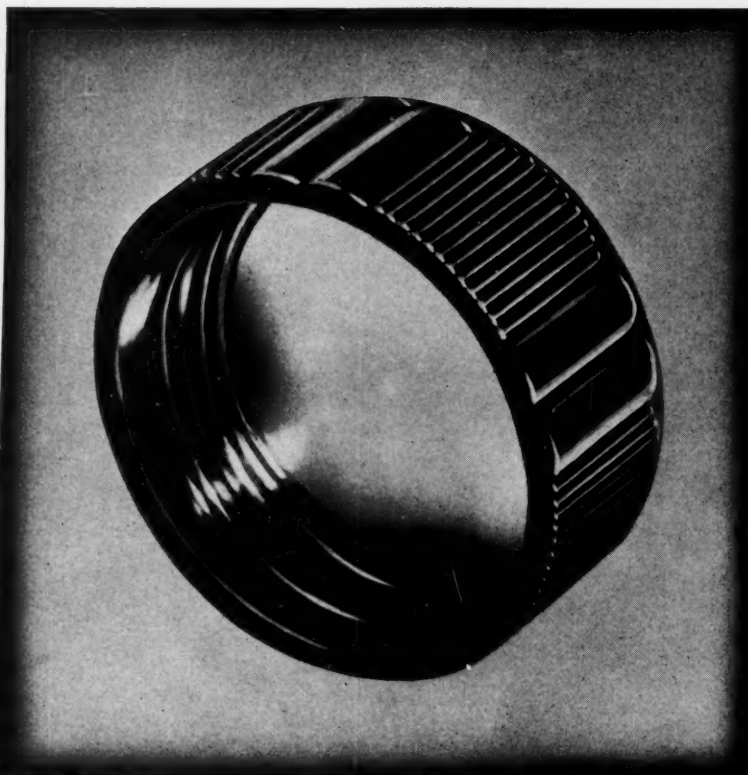
Riegel Papers

Whatever your requirements may be in the selection of a packaging paper, first follow in the steps of leading manufacturers in almost every field, and see what Riegel has to offer you. Our extensive group of over 130 different lines can furnish the means of overcoming most of the common packaging difficulties and many special ones besides — for our technical and production facilities are truly unequalled. Write us today for either general or specific data.

RIEGEL PAPER CORPORATION
342 MADISON AVENUE • NEW YORK, N. Y.

MAY • 1940 27

Having specialized in the manufacture of cork closures for more than 70 years, Mundet has the equipment and experience to produce the finest standard types and to make specialty closures of unusual design for specific requirements.



Mundet Molded Screw Caps for Good Appearance...Safe Sealing

Spring is freshening up time . . . a good time for improving packaging . . . as well as golf! A little freshening up of the product package—improving its appearance, making it more convenient in use—may have a tonic-effect on sales. *Try it.*

Put Mundet Molded Screw Caps on your bottles—the improvement will surprise you. These lustrous closures are strongly made . . . do not chip or crack in service. Their precise threading insures safe sealing and easy removal from the bottle.

NOTE: Safe, positive sealing is dependent on the cork liner in the molded cap. To prevent unfavorable chemical reaction, on this cork, many types of Mundet liner facings are available. You benefit by consulting with us on the specific kind of liner protection for your products. We shall be glad to analyze your requirements without charge. Mundet Cork Corporation, Closure Division, 65 S. Eleventh St., Brooklyn, N. Y.

Mundet Offices Are Conveniently Located for Quick Service

Atlanta.....339-41 Elizabeth St., N. E.	Detroit.....335 W. Jefferson Ave.	New Orleans.....432 N. Peters St.
Chicago.....2959 N. Paulina St.	Houston.....Commerce and Palmer Sts.	Philadelphia.....2226 Arch St.
Cincinnati.....427 W. 4th St.	Kansas City, Mo.....1428 St. Louis Ave.	San Francisco.....440 Brannan St.
Cleveland.....Britten Terminal, Inc.	Los Angeles.....1850 N. Main Street	also J. C. Millet Co.
Dallas.....505 Southland Annex	Louisville.....Kentucky Bottlers Supply Co.	St. Louis.....2415 S. Third St.
Denver.....The Stone-Hall Co.	Memphis.....Memphis Bonded Warehouse	Seattle.....Succop-Tighe & Sons

In Canada: Mundet Cork & Insulation, Ltd., 35 Booth Ave., Toronto

Sparkle

SYLVANIA* CELLOPHANE
has life and sparkle. It is
made in clear white and
eleven brilliant colors.

Copyright 1940 Sylvania Ind. Corp.

Sylvania Cellophane

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 E. 42nd Street, New York

Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA, GA. 78 Marietta Street
BOSTON, MASS. . . . 201 Devonshire St.
CHICAGO, ILL. 427 W. Randolph St.
DALLAS, TEX. 809 Santa Fe Building
PHILA., PA. 260 South Broad Street



Pacific Coast:

Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities

Canada:

Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

*SYLVANIA is a registered trade mark for cellulose products manufactured by Sylvania Industrial Corporation



If Your Product Has Beauty

WARNERCRAFT transparent packaging gives perfect visibility without unpacking and handling. These transparent boxes are substantial and strong. They ship safely, and do not soil.

Some are made transparent throughout. Others have transparent covers only, and some merely a transparent window. Printing and color are possible on the transparent surfaces. Our full time designing staff is at your service. Costs are surprisingly moderate.

WARNERCRAFT
THE FINEST WORD IN PACKAGING

In the All-America Package Competition for 1939, Warnercraft boxes figured in 4 top awards—two in the Family Group; one in the Set-Up Paper Box Group; and one in the Miscellaneous Group.

THE WARNER BROTHERS COMPANY
BOX DIVISION—BRIDGEPORT, CONNECTICUT
200 Madison Ave., New York, N. Y. ASHland 4-1195

Everything comes to him who waits
If he waits in a place that's meet,
But never wait for an uptown car
On the downtown side of the street.

MODERN JINGLE

UPTOWN

DOWNTOWN

Smart merchandisers follow market trends. In fact, by quick discernment of what consumers want and by giving them what they want, clever trend-followers often earn the title of "leaders of industry."

Carr-Lowrey executives are sensitive — to trends. They *know* what's going on in the market-place. It's their business to know. Has been their business — and that of their predecessors — for over 50 years.

This knowledge is available to you to be applied to your package — as a Carr-Lowrey service, without cost or obligation. And, if you take Carr-Lowrey *advice*, you'll find that Carr-Lowrey *service* — "3-point service" — is there to follow through on your glass container creation.

This "3-point service" — (1) Attractiveness, (2) Practicability, (3) Economy — is building new sales for hundreds of leading packagers of drugs, cosmetics, foods and household specialties.

← Designed and produced by Carr-Lowrey's "3-point service," these bottles have won both wide sales and a prize in the five-and-ten cent packaging competition.

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue • Chicago Office: 1502 Merchandise Mart

I can prove it on your presses
if you just give me a chance

Lithwite

DOESN'T "DRINK" INK



**You'll find inks go farther, lie more evenly,
print more brilliantly on Lithwite's hard, smooth surface**

**Test Lithwite! Send for
20 sheets of this economical
one-process boxboard.**

**Slip them in at the end
of a run — notice the cleaner,
brighter difference!**

It's that hard Lithwite surface that makes your ink dollars go farther. It's less absorbent — "drinks" less ink. And because Lithwite's so smooth, it makes a better base for plates, type and inks. Prints cleaner, crisper — more brilliantly.

Lithwite is whiter — more uniform, too. Sheet after sheet, order after order, you'll find the color, caliper and finish never varies. Lithwite is produced under the industry's most exacting technical control. It's precision engineered.

Dictate a letter today, asking us to send you 20 or more "show me" sheets. Put Lithwite to the test. No obligation, of course.

HAVE YOU A BOARD PROBLEM?
Send it to us today. If we do not have just the board you need, our technical staff will gladly work out one to meet your exact specifications.

SCORES BETTER!



Score it, crease it, fold it, bend it—
Lithwite has the right flexibility to
give without cracking or breaking.
And it die-cuts clean and true.



THE GARDNER-RICHARDSON Co.

MANUFACTURERS OF BOXBOARD
MIDDLETOWN, OHIO

Sales Representatives in Principal Cities: Philadelphia • Cleveland • Chicago • St. Louis • New York • Boston • Pittsburgh • Detroit



Unique Color Effects for Your Packages

WITH CRYSTAL-CLEAR BAKELITE PLASTICS

POSSESSING remarkable luster and "depth" of color . . . comparable only with the gems they contain, these distinctive ring boxes for Wolfsheim & Sachs clearly demonstrate some of the many unusual color-styling effects obtainable with Bakelite Plastics.

Sales-stimulating attractiveness is provided in this instance by molding case and cover from crystal-clear Bakelite Cellulose-Acetate. Color is applied to inside surfaces and "shows through" with brilliant effect. Tough, yet light in weight, this transparent Bakelite Plastic permanently protects the delicate underlying color.

Available also in a wide range of *self-contained* colors

are numerous other Bakelite Plastics, opaque and translucent as well as transparent, to meet varied packaging requirements. Valuable information on Bakelite Plastic containers and closures, too, may be readily obtained by writing for illustrated booklet 23C, "A Guide to Modern Packaging".

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK

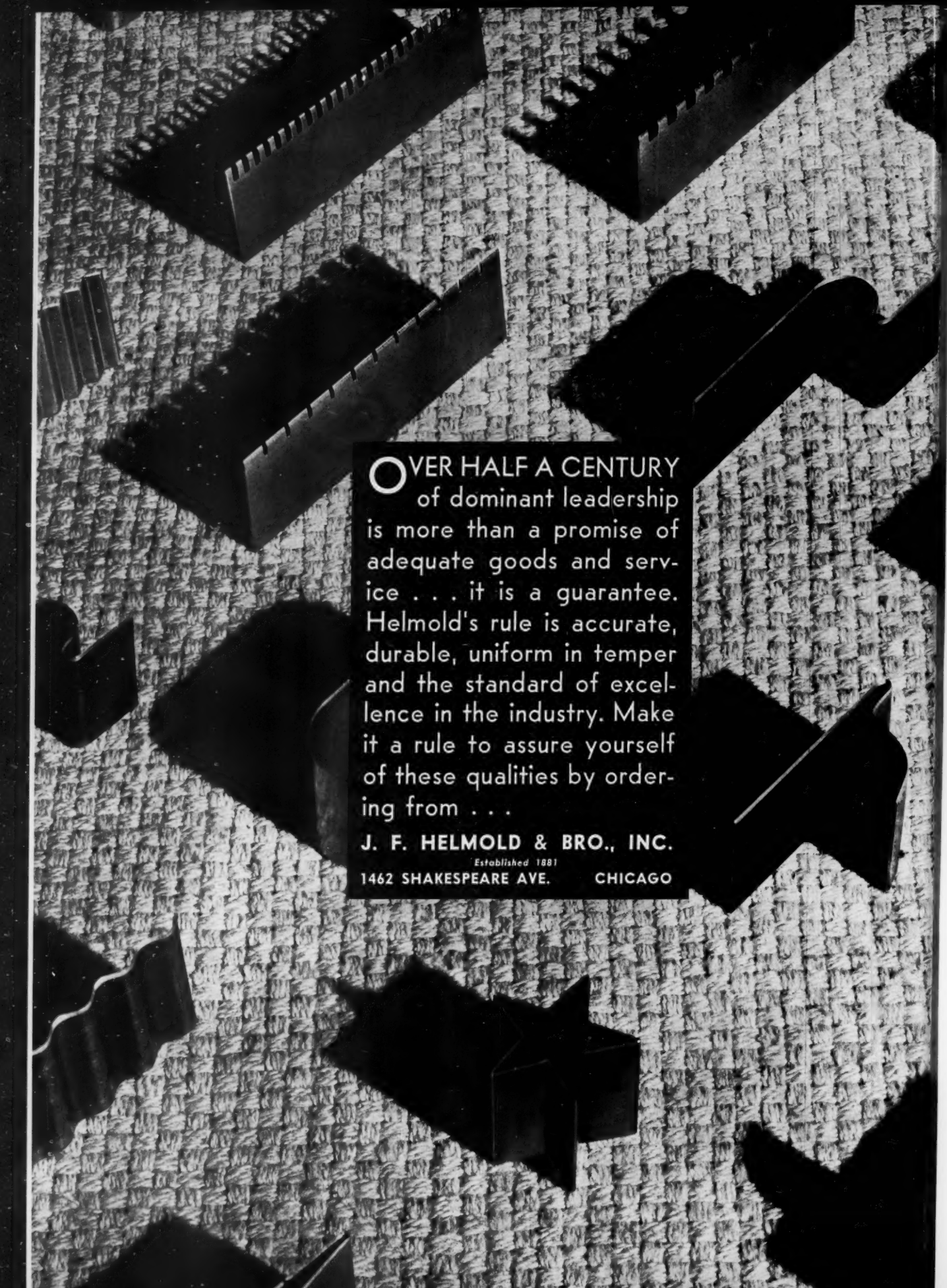
Unit of Union Carbide and Carbon Corporation

UCC

BAKELITE

The registered trade name shown above designates registered trademarks of Union Carbide and Carbon Corporation. It is not to be used in connection with other products without the written consent of Union Carbide and Carbon Corporation.

PLASTICS HEADQUARTERS



OVER HALF A CENTURY
of dominant leadership
is more than a promise of
adequate goods and serv-
ice . . . it is a guarantee.
Helmold's rule is accurate,
durable, uniform in temper
and the standard of excel-
lence in the industry. Make
it a rule to assure yourself
of these qualities by order-
ing from . . .

J. F. HELMOLD & BRO., INC.

Established 1881

1462 SHAKESPEARE AVE.

CHICAGO

Ar
ce
of
No
fair
ful
No
pri
ma



*Gleams like a silver dollar
fresh from the mint*

An old favorite becomes a new success with this crystal-clear container of Lumarith Protectoid! Sales of Norris' "Della Robbia" Mints have fairly leaped upward since the colorful new container was introduced. No wonder the package is winning prizes for Norris . . . and for Weinman Brothers, the package makers!

Yet this Norris package is only one example of the fine things being done with Lumarith Protectoid, the pioneer in the rigid container field.

Among the advantages enjoyed by Celluloid customers is an authentic advisory service on construction and fabricating problems—including adhesives that work perfectly with all

formulas of Lumarith Protectoid.

If you buy transparent packages of any kind, specify Lumarith Protectoid. If you sell packages, use it! Packaging Division, Celluloid Corporation, 180 Madison Avenue, New York City. Established 1872. Sole Producer of Celluloid and Lumarith. (Trademarks Reg. U. S. Pat. Off.)

**LUMARITH
PROTECTOID**

REG. U.S. PAT. OFF.

*If you are working on a transparent
or plastic package . . .*

*Get in touch with
CELLULOID*

*also Headquarters
for PLASTICS*



IN THE MOVIES THEY CALL IT

Oomph

But they can't explain why some girls have it and others don't. Not so with *package appeal*.

When a package has that special pulling power that draws crowds, we do know why. Take the packages above—

First, a sound design, shaped by the client's or Nashua's creative department. Sensitive to tricks of color and shape and movement that swing a buyer's eyes from that to this, Nashua creators add showmanship to a good idea.

Then, like canvas that grasps the painter's art, so are paper, coatings, wax and inks vital to packages with selling jobs to do. Nashua chemists seek out the best of raw stuffs that give good ideas good *substance*.

Finally, a press, you know, responds best to men who've nursed and cursed it like a living thing. Four-color "process" on waxed paper, for example, is a tricky art—but eminently successful in hands of Nashua craftsmen.

So, at Nashua, it's people who give products *package appeal*—people working on jobs for many a world-famous trademark and many a local candlestick-maker, who have made Nashua *headquarters* for packaging papers.

Remember—the paper is the part of your product that your prospects see first. Give your paper requirements to Nashua—and get the extra sales value of *package appeal*.

FREE BOOKLET DESCRIBES SALES-BUILDING SERVICES

Executives of firms using paper for packaging are invited to write on company letterhead for free booklet, "Make Paper Make Money for You"—telling about a service that will help you get most sales value out of your package. Write Nashua Gummed And Coated Paper Company, Dept. M-3, Nashua, N. H.

CREATORS • CHEMISTS • CRAFTSMEN
NASHUA

**MAKES PAPER MAKE
MONEY FOR YOU**

Look for the Triangle



Sign of a Nashua Value



What to do about Xmas

Your holiday package must be eye-compelling and display-worthy, but it needn't cost you the mint and a year's growth to make it so

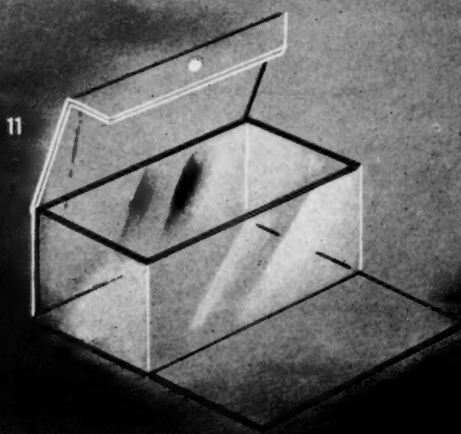
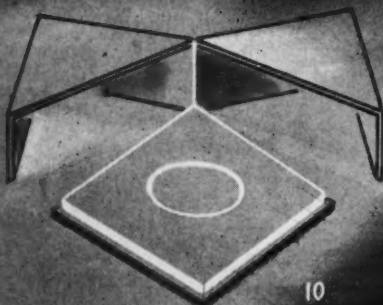
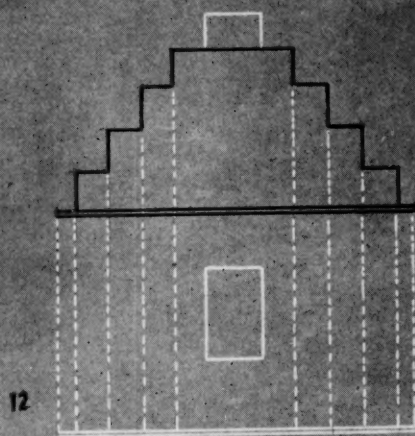
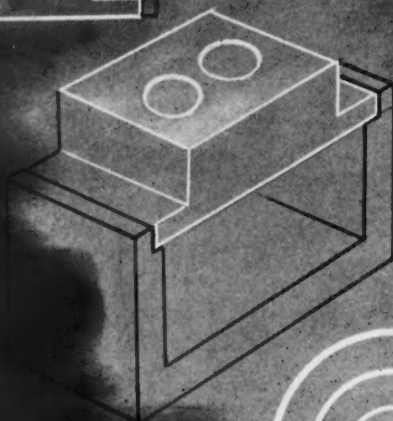
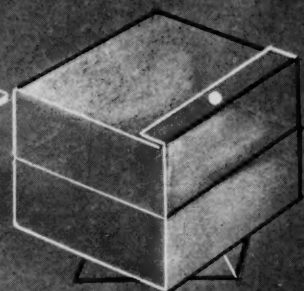
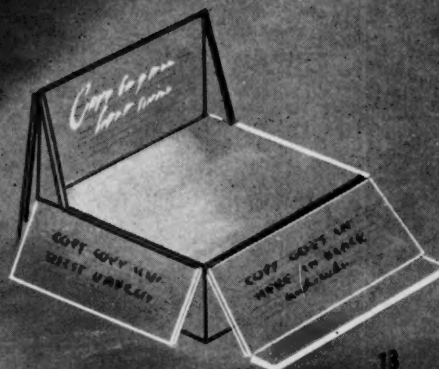
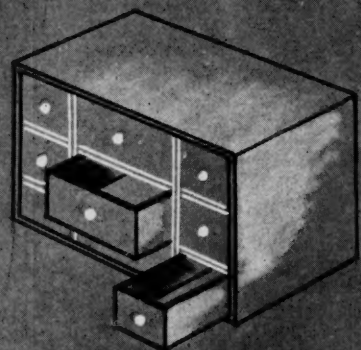
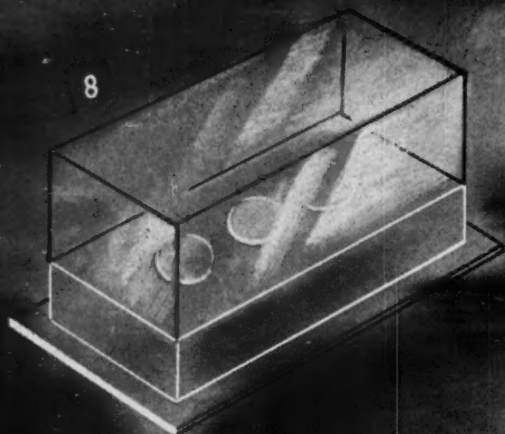
There is no longer any question in the minds of most manufacturers but that extra sales and added profits can be won through paying special attention to holiday packaging. Where only one manufacturer in ten—and that one usually in the cosmetic, toy or confectionery trades—formerly attempted to market a special holiday package, the effort is now the rule rather than the exception not only in these accepted gift trades, but in many another industry as well. Depression years have taught manufacturers that even the most staple non-luxury items are frequently so bought if they are properly prepared for market in a way that identifies them as gift merchandise.

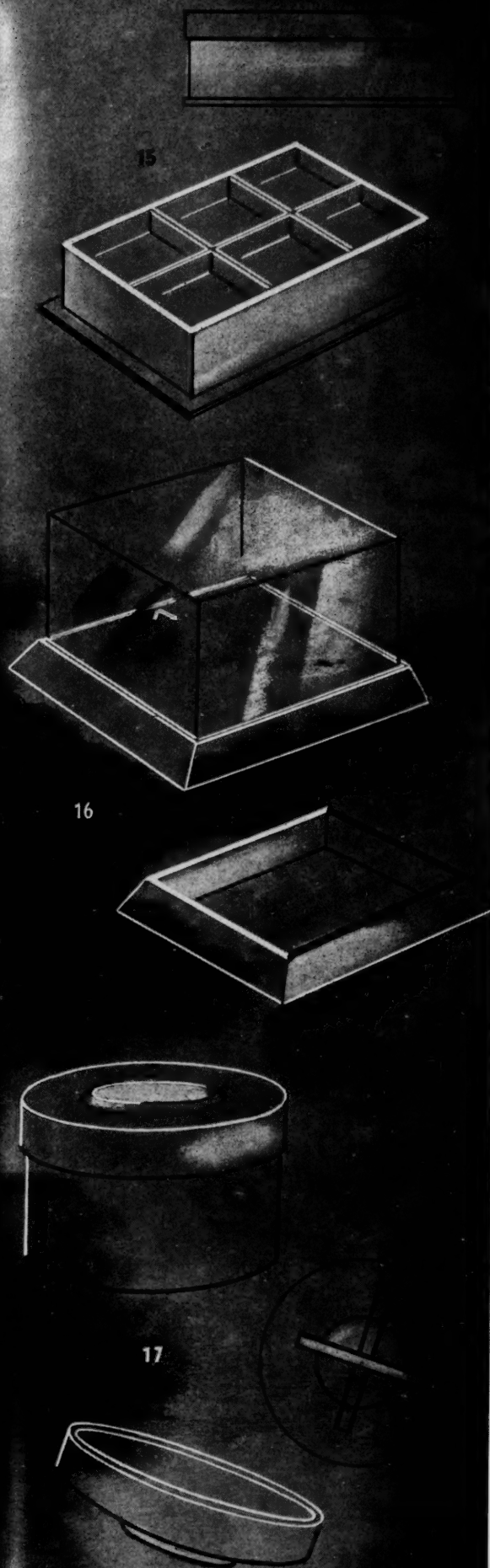
So whether you make shoes or sealing wax, the chances are today more than ever that you have

opportunities for added sales if you can devise any effective way of converting your product—in the consumer's eye—into a suitable gift item.

At this point, all too frequently, troubles begin. Many a manufacturer, after a bit of research, comes to the conclusion that everything has been done before and that originality in gift packaging is unattainable, except at prohibitive cost. Having reached this conclusion, they usually compromise with the most prosaic and uninspired "holiday wrap," only to be seriously disappointed upon finding retail buyers quite unenthusiastic when the Christmas selling season comes around.

Other manufacturers—as if fascinated by the problem—have gone completely off the deep end.





They have devised holiday packages so far fetched, so labored, so obviously placing an unjustified burden of expense upon the consumer as to defeat their own purpose. They have discovered that they can't sell a \$2.00 item, such as a dozen golf balls, in a \$5.00 leather case. They have discovered that the novelty begins to wear off the idea of purchasing a product dressed in a container costing anywhere from two to ten times as much as the product itself. Usually these are the people who having once burnt their fingers, by mistake, forever after repeat "Don't tell me about holiday packaging—it just can't be made to pay."

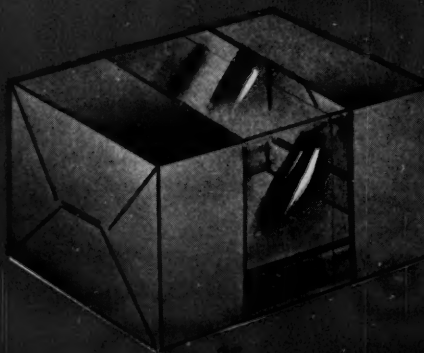
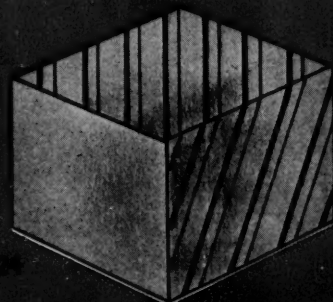
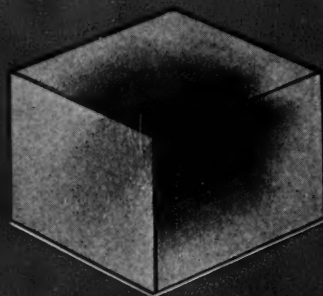
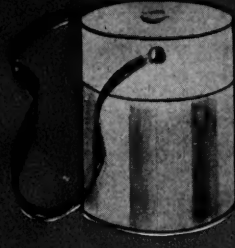
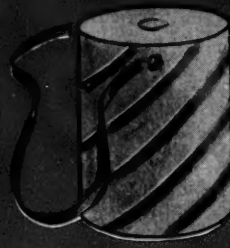
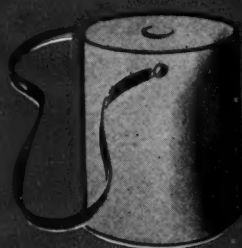
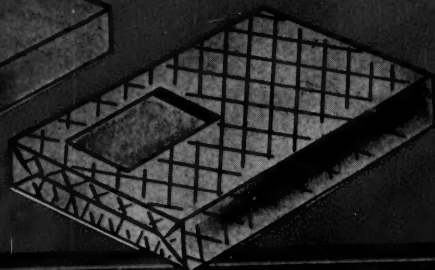
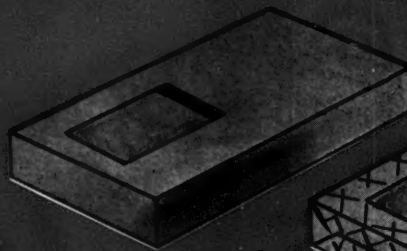
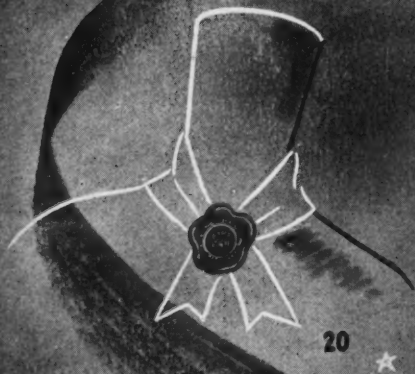
Between these two extremes lie a group of manufacturers—by far the majority—who recognize both the promotional values in gift packaging and the limitations involved. For them the late spring and summer months are the time to develop ideas, to test them for practicability, to work out costs and to complete packages which will appeal to the consumer and to the consumer's buying agent, the retailer. For such manufacturers, this article has been prepared to serve not as a source of final designs, but as an "idea spark plug." It is hoped and expected that those who read this text and view its related illustrations will consider these ideas as mere preliminary starters—the beginning of that chain of thought which will develop into packages peculiarly well suited to the products and the problems of the individual manufacturer. It is with these prefatory remarks that we introduce a few answers to the important question "What can we do about Christmas?"

* * *

The holiday season is a season of symbolism. Certain symbols and certain colors have from time immemorial come to be associated with Christmas. Snowflakes, fireplaces, candy sticks, fir trees are but a few of the traditional symbols. Others of a more sophisticated type are nonetheless readily associated with the holiday season. The high silk hat of conviviality and the brightly lighted windows suggestive of the happy home are but two of these. Such symbols quite frequently can be interpreted in package forms and when so interpreted, the package tends to achieve a retailer acceptance in terms of window and counter display at a time of the year when the ability to command such display is of primary importance.

Illustrations 1 to 7 show a number of these types which may be constructed as set-up boxes, which need be none too expensive and which may achieve an air of novelty, attractiveness and quality which far belies their relatively low cost. Fig. 1 shows a high hat consisting of a circular platform base with an extension bottom forming the hat brim. A cylindrical top telescopes over the base which is die cut to provide a receptacle for the merchandise. Flints or glazed papers, when used as coverings, complete the symbolization of a shiny silk topper.

The seemingly elaborate house in Fig. 2 is a multicavity, gift receptacle suitable for after use as a stocking



box, dresser-top jewelry box or what you will. The peaked roof is hinged to disclose an attic cavity while one sidewall drops downward to disclose a number of drawers. Of set-up box construction, a package of this type may be varied in elaborateness according to the available merchandising budget and the type of product to be packaged.

Fig. 3 is a simple telescoping box covered in a brightly colored, striped paper and so shaped as to simulate the traditional Christmas candy cane. Fig. 4 is the age-old, but ever new, star shaped box, the top of which may be of paper construction or of one of the transparent materials. The base is of extension edge, set-up box construction. Fig. 5 is one of the possible variations of cylindrical boxes. Here a wood grain paper simulates the traditional yule log. Metal balls serve as feet and the two half cylinders are hinged to form an attractive chest. The addition of top and bottom bands converts a simple powder box into a drum container, an economical type, dependent for its effectiveness upon the wide choice of fancy box covering papers available (Fig. 6).

Fig. 7 provides a suggestion—though just a suggestion—of one of the innumerable variations of shape which may be achieved with full telescoping set-up boxes. While, of course, requiring more hand work than the conventional round or rectangular shapes, the Christmas budget frequently permits of the use of such containers and their novelty and display values quite often justify the slight added cost.

* * *

Christmas selling is hurried selling. Hence one of the main requirements of a Christmas package is that it

aids in the display and explanation of the product, thus cutting down the time and effort required for the sales person to complete the sale.

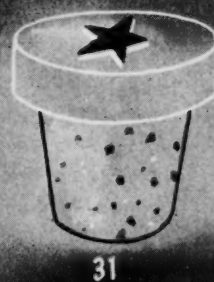
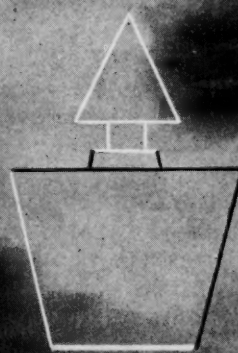
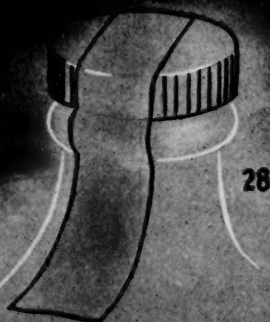
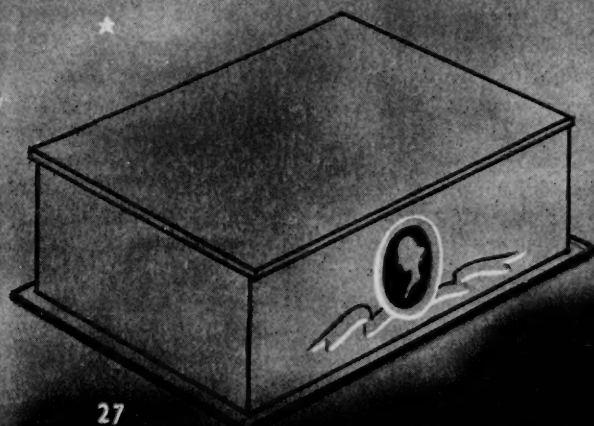
One of the ideal means of achieving this aim is the use of the transparent hooded package (Fig. 8) with a platform base and a partially telescoping transparent top. Such containers serve to group related items of merchandise into units of higher retail value and the transparent top permits a full view of the product while reducing pilferage and handling to a minimum.

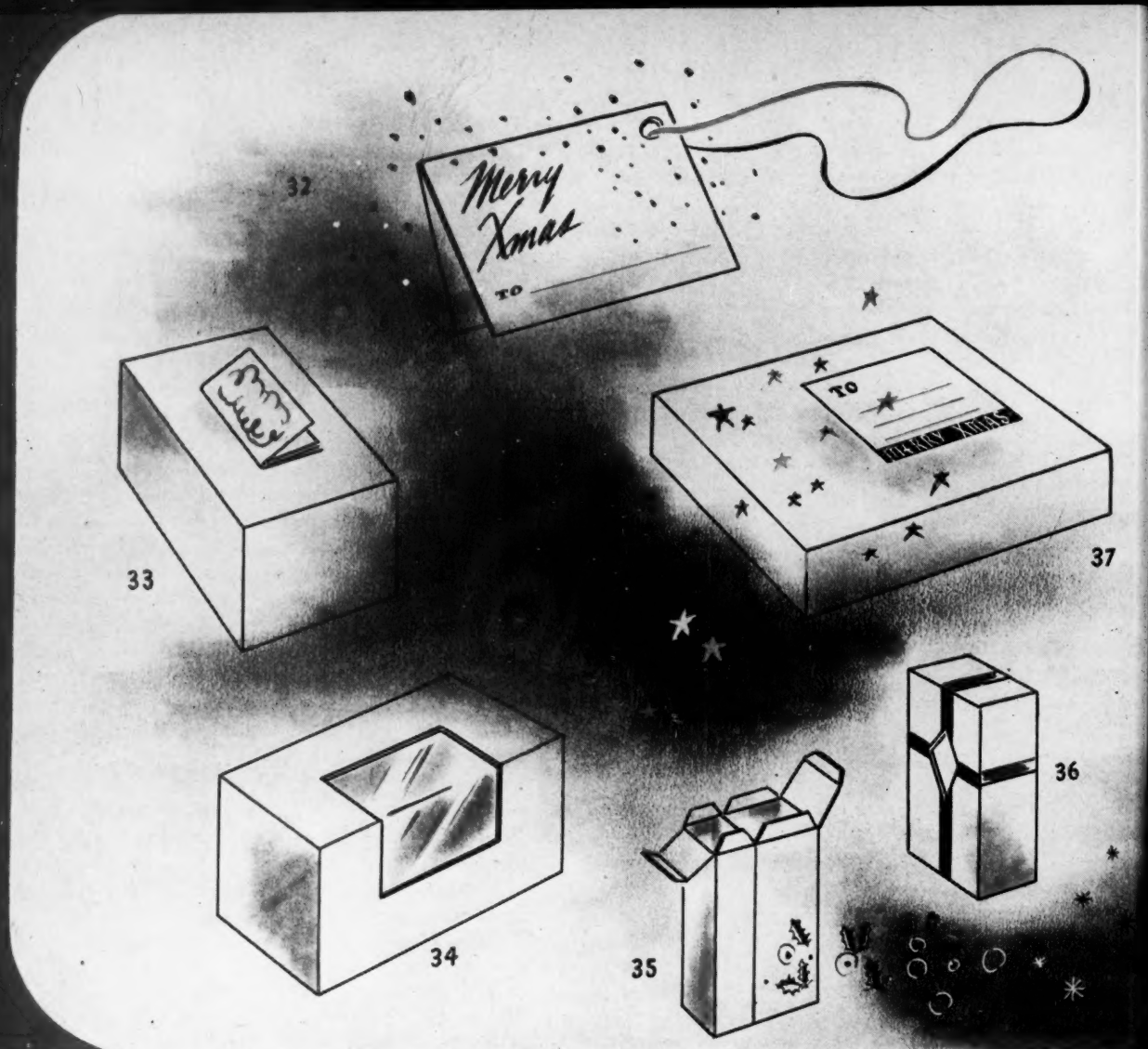
Platform bases provide admirable pedestals to set off a product to best advantage. The dealer, however, is troubled by the problem of what to do with the box top. This seeming disadvantage can be converted into an advantage by so constructing the top that it may be turned upside down to form a pedestal for the platform base. As shown in cutaway construction in Fig. 9, care should be taken in such instances to so place printed matter as to avoid turning lettering upside down.

Another solution of the problem, "What to do with the top," is shown in Fig. 10. Here, for a box housing for a small item such as a cosmetic jar, the top has been cut diagonally and hinged so that it may be drawn back into two wings.

Innumerable variations of construction are possible when combinations of set-up and transparent boxes are utilized. Here's one suggestion. Fig. 11—a transparent rectangular box with an opaque outer covering of paper-covered boxboard hinged with lift lid and drop front.

Stepped constructions are ideal for the display of merchandise in set boxes, particularly where items of varying size are to be shown. Smaller items may be





placed on the upper steps and larger pieces of merchandise on the lower steps. Two of the many structural possibilities are here shown (Fig. 12).

Frequently a substantial amount of copy is required to explain the use of a product, yet it is desired that none of this appear on the outside of the container to detract from the "giftiness" of the package. Fig. 13 shows one means of attaining this in a set-up box. Front and side faces are hinged to drop down and disclose display panels. The top is hinged to turn back over the rear wall of the container, providing a display platform with full visibility for the merchandise from three sides.

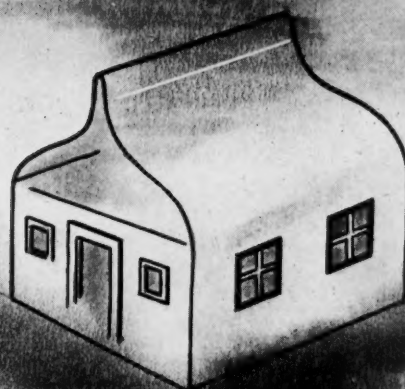
In Fig. 14 we see one of a number of possible variations of the multiple-drawer type of box—a construction suited to fabrication as a set-up box or as a wooden, plastic, metal or leather chest. The after-use value of such containers is an important factor leading to their selection by consumers.

Fig. 15 shows another, and perhaps less expensive, means of achieving a similar effect. The box is con-

structed with a number of permanent partitions. To adjust for varying heights, in the individual items of merchandise, folding boxboard platforms are inserted into each receptacle, each platform being equipped with a die-cut thumb hole to permit of easy removal for after use of the container as a utility box.

For larger items, it is frequently found that a package, designed and fabricated of materials suitable for after use, would be too expensive. Fig. 16 shows one of the ways of getting around this difficulty. The box base is of permanent construction—wood, metal or plastics—or of set-up construction covered with imitation leather paper or similar sturdy and attractive materials. The top or hood may be of set-up construction or of rigid transparent materials and could be more likely constructed, since only the base would be re-used as a form of tray.

In Fig. 17 we see the same idea in reverse with a simple and inexpensive container topped by an attractive hood which, in after use, may serve as a cocktail coaster, ash tray, paper clip box or whatnot.



Frequently, neither the budget nor the desires of the manufacturer call for the development of a complete holiday package. In such cases, the aim is to dress up the standard package so as to earn display preference during the holiday season. Under ideal conditions, such dress-up elements should be removable, by the dealer, from all merchandise not sold during the holiday season. While this is not always practicable, it does eliminate the problem of returned post-season merchandise.

Fig. 18 shows perhaps one of the most inexpensive ways of achieving the holiday atmosphere through the use of decorative colorful sleeves over a standard container. These may be of corrugated materials, printed materials, fancy papers, rigid transparent materials or any one of a wide variety of other readily available package wraps.

Fig. 19 suggests the ribbon tie—another widely and successfully used means of decorating both standard and special packages. Literally thousands of types of ribbons and cords are available in cotton, silk,

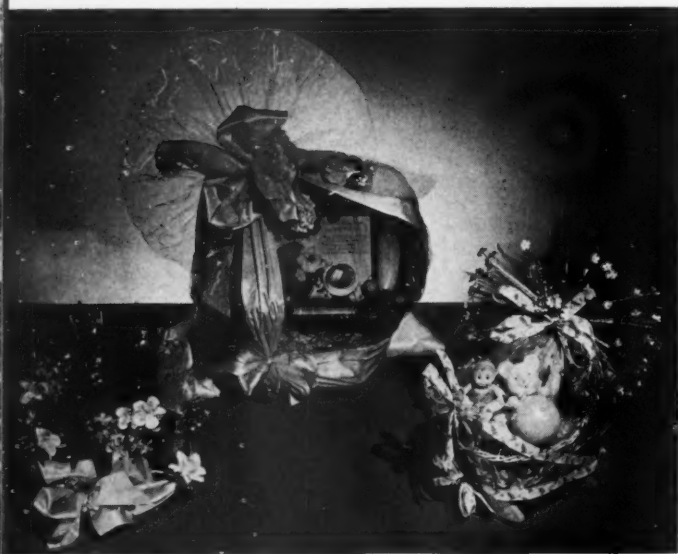
transparent cellulose, plain or printed, fibre, rubber derivative sheeting, etc. Most manufacturers offer a wide range of patterns and widths, including numerous holiday designs. A number of patterns can be secured to match similar designs in fancy paper wraps. Private brand and private designed wraps are likewise available and require a relatively short time for the fabrication process.

Fig. 20 suggests the use of such ribbons as neck bands on glass containers. The tie may be effective by actually tying a bow, cementing the ribbon in place by utilizing a metal clip of some kind or by drawing the ribbons through a provided glass or plastic bead or seal.

Fig. 21 calls to mind an opportunity all too frequently missed by manufacturers of bottled goods. Most bottles, having a single front label, are so shaped as to permit of their being turned around to disclose a special holiday label more elaborately designed and reproduced than would be the standard label. The added expense here involved is (Continued on page 114)

Gift packing builds Kress sales

Limited price store makes large unit sales through its seasonal gift wrapping services



While certain department stores have for a number of years maintained gift wrapping services of an elaborate nature, one would hardly expect a similar service to be successfully operated by a limited price variety store. Yet the Fifth Avenue, New York store of S. H. Kress & Co. has successfully operated such a department for a number of years and through it achieved a remarkable volume of sales for merchandise which would not ordinarily be considered in the luxury gift class.

Without advertising or promotion in the store, with only a permanent exhibit maintained in the stationery department, this gift wrapping service has achieved a unique reputation and has succeeded thereby in bringing into the store scores upon scores of Fifth Avenue shoppers of a class which would not ordinarily be expected to devote much of their shopping time to even the finest and most elaborate of variety stores.

The secret of this success is perhaps best explained by examining some of the packages sponsored by the store. Such packages are of two types. Some are complete pre-designed, figured packages for seasonal sale. In this category go wedding items and similar designs. Others can be made up to carry any selection of merchandise chosen by the consumer and can be packed either in a standard pre-design form or in specially designed containers and wraps made up for the occasion. In promoting this latter group, the gift wrapping department succeeds in combining a wide selection of items, ranging in price from 10 cents upwards to perhaps 50 cents or \$1.00, the group of such items in their final gift packaged form representing an aggregate purchase of from \$10.00 to \$25.00 or more.

For instance, for a gift for a young baby, the store will select (or permit the consumer to select) a host of rattles, celluloid toys and other baby gadgets, packing them into a window cradle (Continued on page 106)

1. Gifts for every occasion and for individuals of any age—a steamer basket, a cellophane-wrapped cradle filled with child's toys and flower-bedecked gift basket. 2. Figures are made up of cellophane material. These may be had in any specified form. Note the small wagon filled with comic figures, all dressed in cellophane. 3. A stork in a nest of cellophane, a bride doll and two novelty gift items may give a general idea of the wide variety of gift packages developed by the Kress gift service department.

1-2. Old Tulip Nestrite and Gem shipping cases utilized crowded designs with identifying data poorly organized and poorly arranged. The new cases, by contrast, have a far more pleasing appearance and—by virtue of the careful organization of data—are more easily identified when held in stock or when handled during shipment.



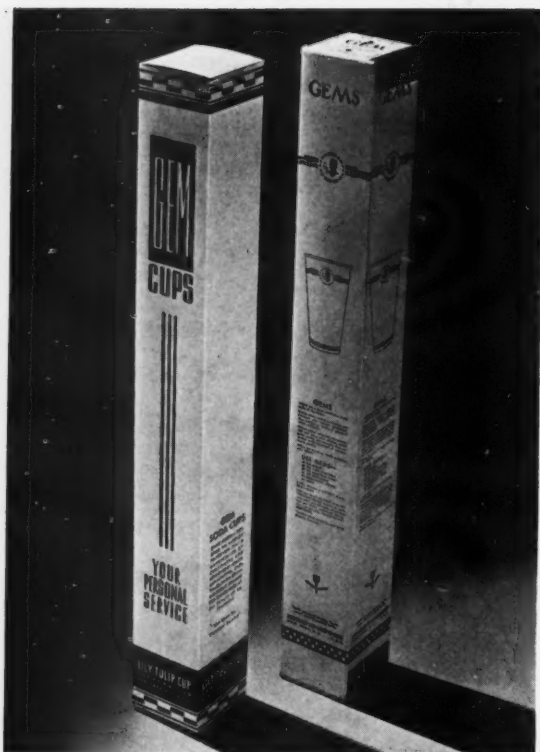
Re-gilding the lily-tulip

In recent months, the Lily-Tulip Corp. has embarked upon an ambitious project of redesign of all of its great variety of containers—a project which has advanced sufficiently to date to show definite lines of developments which might well serve as a guide for other companies confronted with problems in any way similar. The company manufactures paper cups in a wide variety of styles, types and sizes and utilizes packing cases, packing tubes, paper containers and re-sale packages in moving these products into their various fields of consumption.

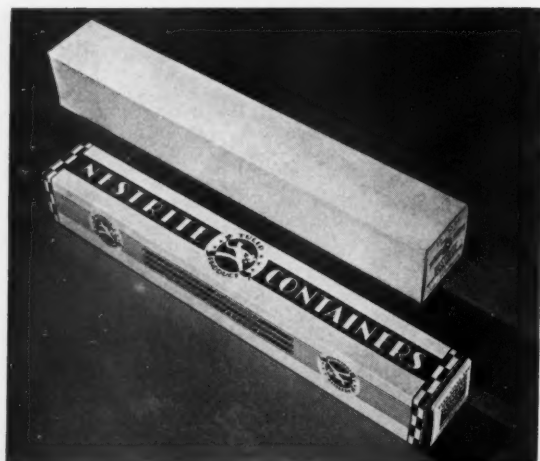
As is quite natural with any growing line, container designs have multiplied with the multiplication of items in the line. One of the aims of the redesign program has, therefore, been to rationalize the design of the line

as a whole and of each individual package in the process. To this end, the new designs systematize the presentation of product identification data, quantity data and other necessary factual information. But the design program goes beyond this. Since packing cases and other containers must be printed, the company and its package design consultant, Eugene Lux, have quite logically reasoned that they might as well print these attractively with a purpose that goes beyond the normal requirements of product and company identification.

From a utility standpoint, packing cases for merchandise of this type are subject to the following specifications: (1) Quick identity of the product under conditions of normal usage. By this, we refer to the average conditions of the warehouses of wholesalers,



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which, in many cases, are poorly lighted and where various classes of merchandise are stocked together. Under these conditions, color is an important factor for making for ease of identity. Similarity of recognizable features likewise aids identification. The company has therefore standardized, in its new containers, on a uniform pattern of checkerboard border. While the checkerboard design has been identified with Lily-Tulip products over a period of years, the design has varied from package to package, but has now been standardized for an identical appearance wherever it may be used by the company.

To aid the identification of certain products, symbols have been introduced, suggesting the name of the product and its use. For instance, the Nestrup shipping case carries a "running boy" trade mark in a modernized form. These identifying symbols of patterns have been introduced on the ends of packing cases as well as on their main faces, because the end of the case is the part which shows most prominently when merchandise is stacked in the warehouse. The new designs therefore permit of easier identification of warehouse stock than was formerly possible.

(2) All packing cases must carry complete information relative to the size of the product, its stock number, quantity and color and handling and storage instruc-

3. The new Gem cup carton is a display container deliberately so designed. The old package, at the right, merely provided necessary information in extremely small type. 4. The new Nestrup container likewise designed for eye appeal and advertising value. The old container was blank except for its identifying end panel. 5. For professional use, a special shipping case has been developed of a size suited to storage in the medical or dental office. 6. The old sanitary drinking cup carton contrasts sharply with the hexagonal dispenser carton which hangs on the wall. Even pantry storage cups can profit by an adequately designed sales container.



tions. On the new cases, this information has been correlated and simplified so as to be more easily spotted by busy handlers and more easily read and with greater accuracy.

(3) While achieving the above mentioned practical improvements, the new designs have substantially improved the eye appeal and display value of the shipping cases. Instead of a single display panel, several now exist. Instead of crowded unreadable type, an attractive pattern now stops the eye and color changes and standardization upon warm attractive colors serve to heighten the eye-appealing effects.

In addition to the packing cases, it is necessary that all of the company's products be packed in inner tubes or cartons for sanitary reasons. These too must likewise carry product identification data, stock number, size, color and quantity. Formerly little attention was given to the design of these containers, the principal emphasis being laid upon identification for stock purposes. The newer containers, however, incorporate decorative designs, carrying on the theme set by the new shipping containers. Consideration has been had of the frequent use of these tubes in conjunction with dispensing brackets and substantial emphasis has, therefore, been laid upon attractiveness of design and its readability when so positioned on a rack. Cross advertising to remind users of other Lily-Tulip or Gem products has also been introduced in subordinate position on these containers.

The use of design on these tubes is also helpful in developing certain symbols suggesting the use of the product for specific markets. As an example, the tube for the Nestrite send-out container shows the "running boy" which infers prompt service and speedy delivery of food sent from luncheonettes to offices, etc. In the case of the Lily cups for the medical profession, there is the prescription insignia and the head of a nurse. This treatment is simply indicative of the development of certain symbols which are associated with specific products in certain markets. Note from the illustrations that where these product symbols are used, they are repeated on the shipping case, the tubes and also used on all sales promotional material relative to the particular product.

For Lily cups manufactured in so-called professional sizes for use by dentists and physicians, a special shipping case was produced with the design specially prepared to meet the more rigid standards of attractiveness imposed by the special use to which this product is subjected.

Redesign is also beginning to show its effects on the broad line of picnic and household cups manufactured by this organization and sold in small units through varying retail outlets. Perhaps the most drastic change has occurred in the package for sanitary drinking cups. Priced at 14 cups for 10 cents, this product formerly appeared in an undistinguished rectangular folding carton designed and colored in a manner not particularly suited to induce its use and retention in the kitchen or bathroom. (Continued on page 112)



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7. Gem cups—formerly wrapped in highly printed glassine—are now wrapped in fully transparent sheets. Necessary product data appears on the band label. The same procedure has been followed with jigger cups.*

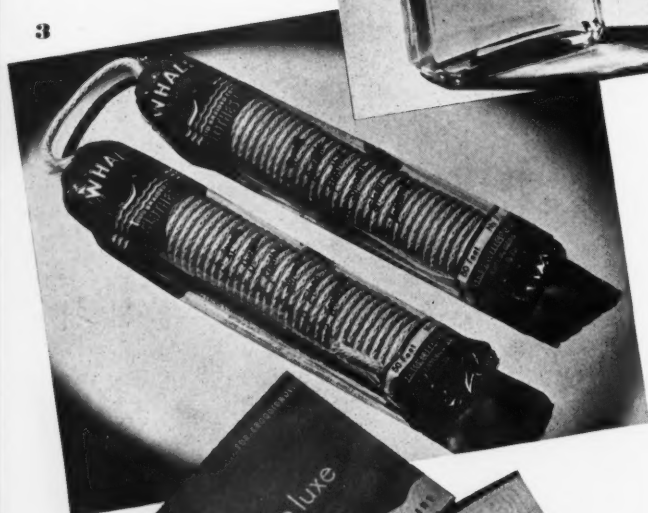
8. Hot drink cups are likewise cellophane wrapped. The wire gadget is a collapsible handle to facilitate holding of the cup when filled with hot coffee.

* See page 112.

Packaging Pageant



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1 Nestle Lite, a newly created hair bleach being put out by the Nestle-LeMur Co., contains a bottle of bleaching agent and a bottle of Nestle oil. The two bottles and an application brush compactly fit into a folding carton, each of the items being held snugly in position by means of inner partitions. The carton and bottle labels are executed in a lavender and yellow color scheme, with a poster-type design enhanced by a photographic reproduction. Double-shell metal caps top the bottles. Carton by Brooks & Porter, Inc. Bottles by Owens-Illinois Glass Co. Labels by Richard M. Krause, Inc.

2 Zest, after shave lotion, product of The Armand Co., reaches the market in a simple but well-designed container. The design of the bottle and the label permits the product to be shown to its best advantage. Design of the bottle permits a firm grasp, when held in wet hands, so that it will not easily slip or slide. Bottle by Carr-Lowrey Glass Co.

3 Whale clothes lines, product of the Samson Cordage Works, were dressed up for Hardware Open House. A red, white and blue trimmed cellophane bag is utilized for each 50 ft. of line, two 50-ft. lengths being connected so that a consumer can purchase a 100-ft. unit if desired. The bag is so imprinted as to present all pertinent data concerning the product as well as being colorful and attractive for display purposes. Cellophane bags by Thomas M. Royal & Co.

4 The Nestle Undine de luxe kit contains all the essentials for a permanent from shampoo to finished coiffure. Each of the waving accessories is found in the partitioned base of a set-up box which is executed in a gold, maroon and black color combination. Small vials hold three different solutions while bottles contain additional solutions for the waving of hair. Pads of gold foil and flannel are neatly held together by means of a ribbonette tie. The box is overwrapped with cellophane. Box by Warner Bros. Vials by Kimble Glass Co. Bottles by Owens-Illinois Glass Co. Labels by Brooks & Porter, Inc. Ribbonette by Chicago Printed String Co. Foil by Aluminum Co. of America. Cellophane by E. I. du Pont de Nemours & Co., Inc.

5 Schwab Bros. & Baer break away from the traditional type of humidor pack for cigars and merchandise their Epoca cigars in rigid transparent containers with an air-tight closure and tin bottom. Visibility in the merchandising of cigars is an important sales aid and this patented container—known as Vu-da-pak—does the job while, at the same time, eliminating consumer handling of the product. Transparent acetate sheeting supplied by Monsanto Chemical Co. Can by Geo. V. Clark Co., Inc.

6 Ba-Bee Brand Foods introduce a new honey package with re-use value to the consumer. Dispenser tops fit the jars so that the unit may be used as a dispenser for batters, syrups, etc., after the original contents have been consumed. Labels are designed with the Ba-Bee brand trade mark and tend to increase the display value of the packages. Glass containers designed and manufactured by Hazel-Atlas Glass Co. Dispenser tops by Federal Tool Corp.



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7 The Cravator tie rack, manufactured by The Cravator Co., is now being sold in a container which offers full visibility of the product. A large, curved, transparent window is incorporated in the folding carton, effecting a streamlined and modern package. Carton by Robert Gair Co., Inc.

8 Vanity Fair Silk Mills are packing their "Helpful Underwear" in delightfully feminine set-up boxes and paper rolls. Higher priced garments are packed in slim-waisted pink and blue set-up boxes, with a dainty sash of satin ribbon around the tapered waistline. The silkscreened design on the blue lid features a pink and white dressmaker's form wearing a bandeau and foundation garment and a message concerning the product. Less expensive garments are rolled, diploma fashion, in blue paper bearing the same silkscreened design. Paper and boxes designed by The Wesley Associates. Boxes by the Pottstown Paper Box Co. Silkscreening by the Jay Advertising Co.

9 Colored bath salts have considerable eye appeal of which one should take advantage, reasoned Marton Freres, Inc. Thus the company adopted a rigid transparent container. It was found necessary to pack granular material, such as bath crystals, tightly in order to maintain a neat pack and therefore cardboard disks are inserted between layers of salts. The disks not only provide a means of achieving nice color contrast by separating layers of colored and uncolored salts, but strengthen the structure of the container as well. For shoveling the salts out of the container, a scallop shell is provided. Transparent acetate sheeting supplied by Monsanto Chemical Co. Container by Hygienol Co. Cellulose tape by Minnesota Mining & Mfg. Co.

10 Defender Photo Supply Co., Inc., is now packaging all photographic papers in a new, easy-opening envelope. The envelope is made with a double perforation across the flap, permitting quick access to the contents by merely ripping the perforated strip. The perforated opener is available in all sizes of envelopes up to and including 11 in. by 14 in.

11 To enable purchasers of floor maintenance products to experiment and test various wax emulsions, seals, cleaners, etc., the Franklin Research Co. has adopted sample tin containers for their line of 25 floor maintenance products. The 4-oz. containers are lithographed in black and gold. A felt application dauber is attached to the cap to facilitate experiments. Containers by Crown Can Co.

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Two of the three judges: **1.** Ben Lewis, package designer. **2.** Arthur R. Wendell, president of The Wheatena Corp. A. Q. Maisel, editor of Modern Packaging, served as chairman of the jury.



3. First award, a \$50.00 scholarship check, went to Bernard Symancyk for this ingenious design.

Student design competition

Annual Pratt Institute scholarship awards allotted for ingenious label designs

Seven students of the School of Fine and Applied Arts of Pratt Institute, Brooklyn, N. Y., received honors in the second annual scholarship design competition sponsored by the school. The competition was judged by a committee consisting of Arthur R. Wendell, president of The Wheatena Corp.; Ben Lewis, package designer and A. Q. Maisel, editor of Modern Packaging. An award of \$100, presented by the Muirson Label Co., was allotted to the three highest ranking entries, with four other packages being selected for honorable mention.

The project, under the supervision of William Longyear, head of the department of packaging and advertising of the Institute, called for the design of a fruit or vegetable can label which might be read whether the can was positioned on end or on side in store display.

First award went to Bernard Symancyk for the cherry label on which the fruit is illustrated in spiral arrangement, permitting not only a two-way reading of the label legend, but creating also the effect of a continuous

design when the cans are stacked or pyramided. Second award was shared by two entrants. William Gold's four-way design exceeded the competition's requirements by permitting the reading of the package legend in any one of four positions and thus eliminating any possibility of misarrangement of the can when placed on open display. Helko Baran's entry utilized an all-over pattern of direct color photography to portray the product as if the can were transparent, with the legend set on a white rectangle, so tilted as to permit of easy reading no matter how the can is placed.

Honorable mentions were awarded to Fanny Levine, Doris Hansen, William Shannon and Olive Sommer. Over 150 packages were entered in the competition.

Prize winning designs and all entries in the competition will be on exhibit at the annual exhibit of the Pratt Institute Art School, to be held in Radio City, New York, from May 4 to 19. At this exhibit will also be shown other package designs and industrial design efforts of Pratt students.



4. Co-winner of the \$25.00 second award was William Gold for the four-way label shown above. 5. Second award co-winner Helko Baran made his own color photograph for this ingenious design. 6. Honorable mention design by Fanny Levine. 7. Honorable mention by Doris Hansen. 8. Honorable mention by William Shannon. 9. Honorable mention by Olive Sommer.

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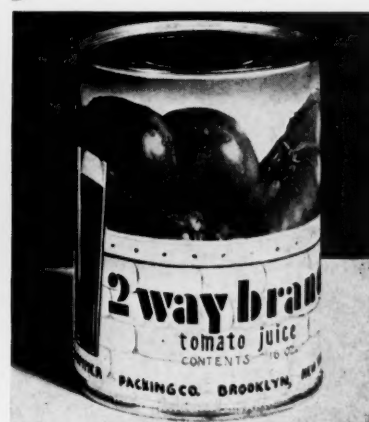
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The old Milk of Magnesia container is shown at the left in contrast with the shorter, lighter and sturdier bottle recently adopted by Squibb. The new container permits of substantial reductions in breakage and in shipping costs.

Squibb modernizes two packages

Container changes undertaken as part of long term company program of package improvements

As part of a continuous program of modernization of its many hundreds of packages, E. R. Squibb & Sons have recently altered the containers of two of their largest selling products. For Milk of Magnesia, the company has adopted a new light-weight bottle made of thinner yet harder glass and shorter by nearly an inch than the old container. This effect is achieved through a more even thickness of bottle walls, a shortening of the neck and reduction of the angle of shoulder slant.

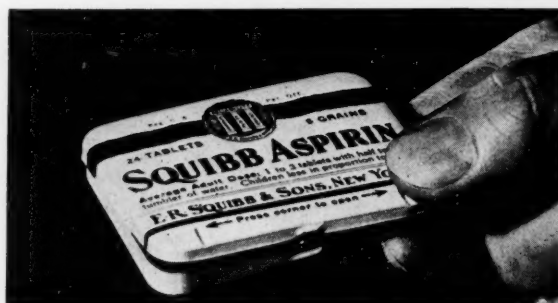
Label, closure and transparent wrap of the new container are substantially similar to those previously utilized, but the change in bottle will, it is claimed, provide substantial advantages for consumer and dealer as well as for the manufacturer. The new bottle is more convenient to grip in the hand and takes less space in the medicine cabinet. The dealer finds breakage reduced as well as space savings on shelves and counters. The Squibb organization likewise claims reduced breakage in manufacturing and handling and a reduction in shipping costs due to the reduced weight of the bottles and the sizes of shipping containers used. The company has announced its intention to utilize

similar light-weight bottles for other Squibb products.

For Squibb Aspirin, the familiar hinged lithographed tin box has been slightly modified to achieve increased ease of opening. At each of the corners of the new tin, there is a slight indentation which acts as a fulcrum. By pressing or pinching one corner, the opposite corner pops up and the tin is opened.

Credit: Aspirin tin manufactured by the Owens-Illinois Can Co. Bottle by the Owens-Illinois Glass Co.

A press of the thumb at one end of the new Aspirin tin causes the opposite end to pop open.



Charge to the account of

CLASS OF SERVICE DESIRED	
TELEGRAM	ORDINARY
DAY LETTER	URGENT
SERIAL	DEFERRED
NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

Patrons should check class of service desired; otherwise the message will be transmitted as a telegram or ordinary cablegram.

WESTERN UNION

1206-B

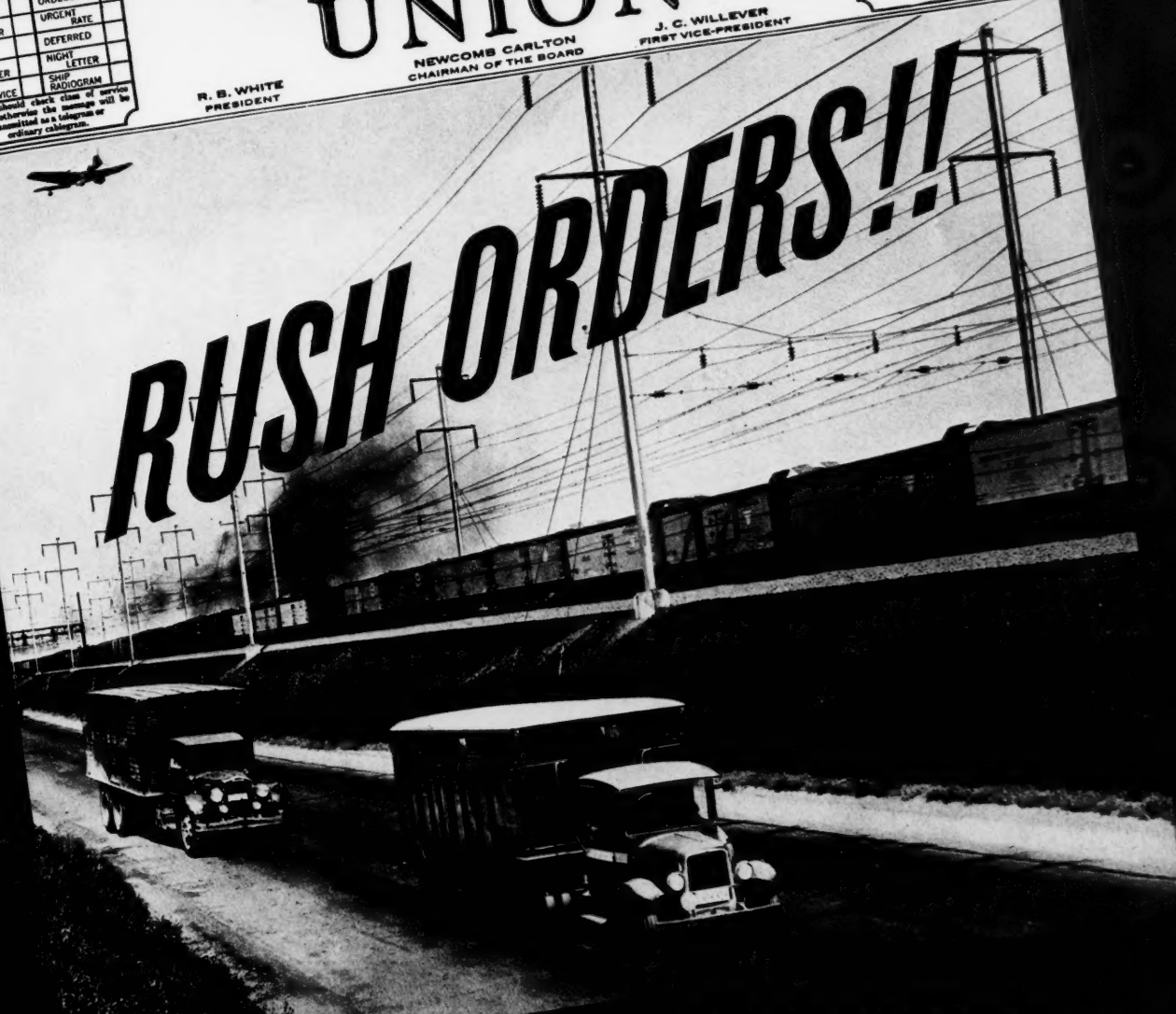
CHECK
ACCOUNTING INFORMATION
TIME FILED

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

RUSH ORDERS!!



We don't like 'em...

But here's why we fill them faster than the next fellow...

When you're pinched for time, call BURT! Reserve machines are ready for you day and night "with steam up." We're high-g geared to handle emergencies smoothly, precisely, quickly... with stand-by specialized box and carton machines, built in our own plant for extra fast production. BURT's central location, and the low shipping rates out of Buffalo, mean fast delivery everywhere at low cost. When you're thinking hours—not days—call BURT.

BURT hasn't yet found a reasonable deadline it couldn't beat.

F. N. Burt Company, Inc.

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Room 1461

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P. O. Box 6308
W. Market St. Sta.

NEW ENGLAND
SPRINGFIELD
P. O. Box 214
Highland Station

CHICAGO
Room 2201
919 N. Michigan Ave.

CLEVELAND
W. G. Hoxen
P. O. Box 7445
E. Cleveland, Ohio

CINCINNATI
271 Walnut Street
Telephone MA. 4-0361

MEMPHIS
Frank D. Jackson
2150 Washington Ave.

MINNEAPOLIS
J. E. Mann
3329 Dupont Ave. South

LOS ANGELES
Louis Andrews
623 1/2 South Grand Ave.

CANADIAN DIVISION
Dominion Paper Box Co. Ltd.
469-483 King Street, West
Toronto 2, Canada

Toy Boxes Do A Selling Job

Home Foundries Mfg. Co. packages
explain each product pictorially



Six of the items in the Home Foundries line. Note that each package differs decidedly in appearance from all the others, yet all are of essentially the same shape, size and style, permitting ease of storage and ideal conditions in display.

Set-up boxes have come to be the accepted medium of packaging for the majority of products in the toy field for several reasons. An overwhelming percentage of toy products consists of a group of units which together form the toy set and hence the toy manufacturer has quite logically turned to the set-up box as a relatively inexpensive means of providing both a display and a storage container for merchandise of this type.

Few are the toy manufacturers, however, who have completely capitalized upon the possibilities of the set-up box as a display container. Box wraps in the toy field have been distinguished, by and large, by their crudity of design and by their failure to adequately attract the eye and explain the nature of the product within.

The set of boxes recently sponsored by the Home Foundries Mfg. Co. therefore stand out with all the greater contrast above the average package in this field. Using simple full telescopic constructions, this company has designed its box wraps primarily from the viewpoint of effectiveness in display. Each package has an individuality of its own, yet all are so colored, so illustrated and so designed as to form an eye-compelling mass display when shown in conjunction with each other on a department store counter or window.

But going beyond the mere elements of display, each design has been carefully (Continued on page 98)



A FAMILY PORTRAIT from the Armstrong Album



THIS is one of the many pages from the Armstrong Album of style and sales successes. One of the nation's leading wholesale firms chose Armstrong's Metal Caps for its attractive Modern Juliette cosmetic line. Note how these striking closures faithfully repeat the label design on every one of the packages—maintaining family resemblance and providing instant identity.

Your package, too, can have the full dress touch provided by Armstrong's Caps, spelling profits for you on the dealer's shelf or counter. These caps are available in a wide range of standard designs and colors, or may be lithographed in color with your name or private design.

Protection is another "plus-value" of Armstrong's Metal Caps; they are made of high-grade ductile metal, they grip your jars and bottles tightly, and prevent leakage and evaporation. Yet these caps may be easily removed or replaced by the most delicate of feminine fingers.

Style up *your* line and add dependable protection with Armstrong's Metal Caps. Write today for full information. Armstrong Cork Co., Glass and Closure Division, 916 Arch Street, Lancaster, Pa.



• *Armstrong's* METAL CAPS •

She's helping make sure. . . ha



ou war
rength
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ells.

Makin
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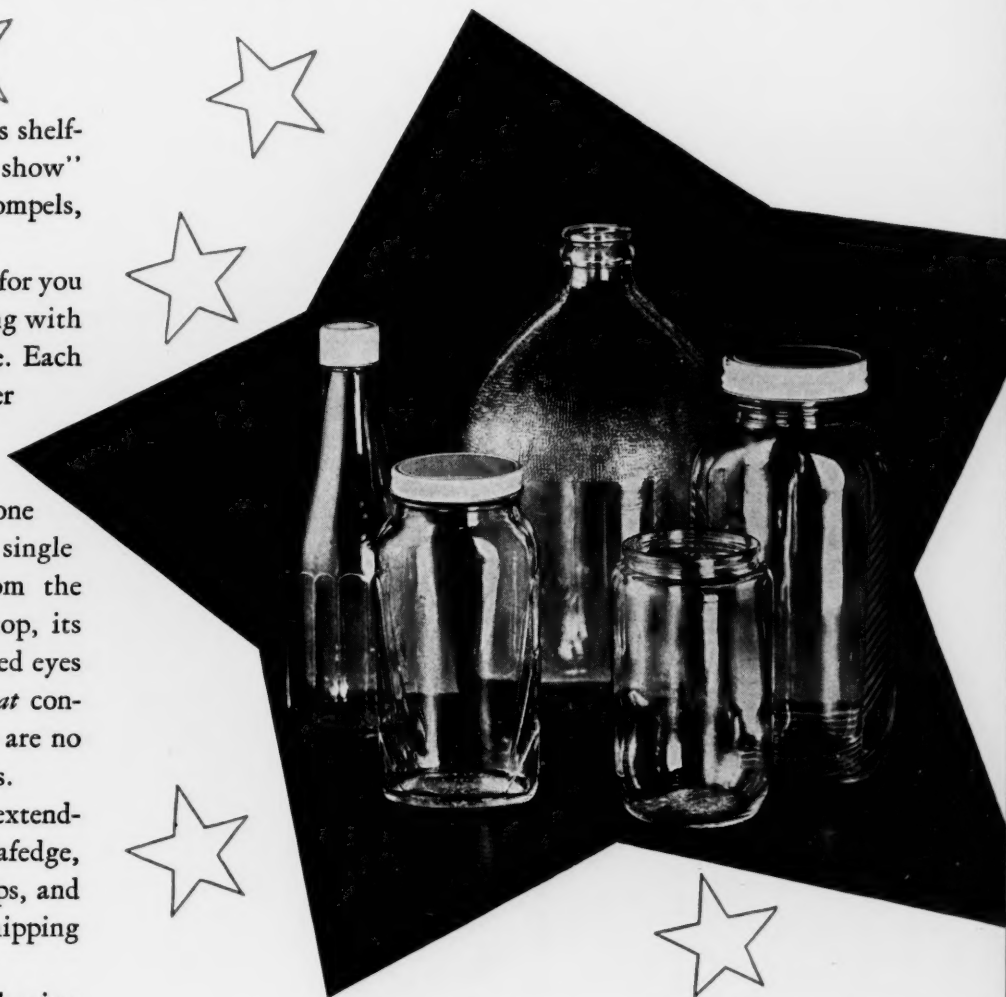
What your Salespackages will "Steal the Show"

You want a *Salespackage* that has shelf-strength. That will "steal the show" from competitors. That tells, compels, sells.

Making just such *Salespackages* for you is a full time job for us. Beginning with design, nothing is left to chance. Each step in production comes under the now famous O-I Quality Control. One important part in that control is this "selector," one of hundreds. They inspect every single glass container that comes from the annealing lehr . . . look at its top, its sides, its bottom. Let their trained eyes detect the slightest flaw and *that* container is discarded . . . for there are no seconds among O-I salespackages.

Equivalent Quality Control is extended to tumblers with the famous Safedge, to O-I metal and molded salescaps, and to the plain or brand-printed shipping cartons we make and supply.

Along with this complete packaging service we offer *Salespackaging* research. Ask your O-I representative. Owens-Illinois Glass Company, Toledo.



Shown above, left to right: Medium-height, low-weight Catsup, favored by women. O-I Modernistic Jar, with straight sides for efficient packing of many food products. Number 20 Bottle for bulk-packing liquids. O-I low-weight Vegetable Jar, a quality package that ups sales. O-I Oval, straight-sided, with large label space front and back. O-I plain or lithographed metal caps complete your *Salespackaging*.

OWENS ILLINOIS
Complete Packaging Service

CONTAINERS - SAFEDGE TUMBLERS - CLOSURES - SHIPPING CARTONS
First in Glass

Package inspires contest

Shulton, Inc., introduces a new member to its Early American Old Spice toiletry line which automatically receives promotion via a contest sponsored by L. Bamberger & Co.

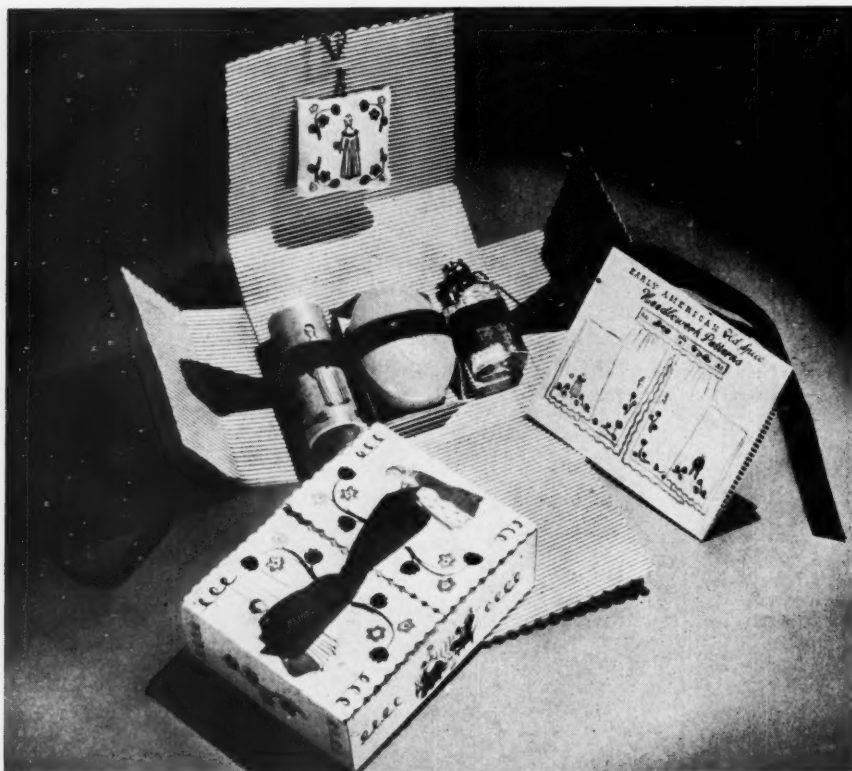
Dealer cooperation in promoting the retail sale of single products or lines of products—cooperation which depends largely upon the dealer's initiative—is, with exceptions, largely a fallacy. This is particularly true with sources of retail distribution whose business requires the handling of large and varied stocks of many products, such as are to be found in drug, grocery and department stores.

Newsworthy and interesting, therefore, is the new package recently introduced by Shulton, Inc., which, because of its premium value, has secured automatic dealer cooperation. The new item, added to the Shulton line of Early American Old Spice toiletries, is known as the Pastime Packet. Retailing for \$1.00, the Packet holds an assortment of Early American Old Spice favorites in introductory sizes, as well as an envelope of transfer patterns of the well-known motifs which decorate the packages of this line. Devotees of Early American Old Spice toiletries may thus embroider towels and curtains for their bathrooms to

match these packages, as well as dressing table skirts and various other appointments for the boudoir.

The offer of a premium—the needlework transfer pattern—in each package not only appealed to the consumer who naturally is not reluctant to “get something for nothing,” but likewise appealed to the dealer. An indication of the dealer appeal, generated by the Pastime Packet, is well illustrated by the promotion conducted by L. Bamberger & Co. of Newark, N. J. This department store capitalized upon the premium offer and made it the spearhead of a contest which not only converted consumers to using the Shulton products, but also promoted business for L. Bamberger.

The Bamberger promotion consisted of a contest for the best needlework embroidered from the transfer pattern of the Pastime Packet. The contest began February 14 and closed March 29. It was carefully stipulated that the contest was limited to purchasers of the Pastime Packet at L. Bamberger's, with the exception of employees of both (*Continued on page 98*)



Four Early American Old Spice toiletry items in introductory sizes and an envelope of transfer patterns are included in this new unit—known as the Pastime Packet—marketed by Shulton, Inc. A needlework contest was sponsored by L. Bamberger & Co. as a result of this ingeniously designed and constructed package.

DIGNITY

Combined with cardboard or other materials, transparent *Eastman Acetate Sheet* makes a package into a miniature showcase that is sure to get prominent display in any store.

VARIETY

Packages of almost any shape and size are practical with *Eastman Acetate Sheet*. It is easily worked, takes printing perfectly, and has plenty of strength.

NOVELTY

Unusual designs . . . difficult shapes are no problem when *Eastman Acetate Sheet* is used. Packages like these are sure to get customers' attention; often have a startlingly favorable effect on sales.

DIFFERENT TYPES TO MEET EVERY NEED

EASTMAN ACETATE SHEET is available in rolls up to 40" in width and any convenient length, and in standard- and cut-to-size sheets. Transparent type is furnished in 7 thicknesses, from .003" to .020"; matte-surface type in .003", .005", .0075", and .010"; colored type (translucent) in a wide range of light-fast pastel shades. All three types of Eastman Acetate Sheet can be pleated, fluted, scored, folded, cemented . . . take printing inks without wrinkling . . . do not crack or shatter. The transparent type can also be molded and drawn.

ALMOST any package is a better package when it is made with transparent *Eastman Acetate Sheet*. This tough, modern material adds life and lustre to the products it protects . . . gives complete display yet prevents soilage or damage from careless handling.

Used with other materials or alone, transparent *Eastman Ace-*

tate Sheet makes packages that keep merchandise moving. And it has many advantages for counter displays—it is cheaper than glass, does not shatter, and is easily curved to any desired shape.

May we send you working samples of this versatile material? . . . Eastman Kodak Co., Chemical Sales Division, Rochester, N. Y.

EASTMAN ACETATE SHEET

BE SURE TO VISIT THE
KODAK BUILDING
AT THE NEW YORK
WORLD'S FAIR



1. A group of private brands produced by the Taylor Co. Note the variety of designs achieved.

Non-soiling private brand labels

Short runs excluded the use of predecorated cans, but W. A. Taylor & Co. found a satisfactory solution in cellophane labels

Advertised brands of olive oil are frequently packed in lithographed cans. But W. A. Taylor & Co., New York importers, found the cost of lithography on the short runs required by their private brand customers to be prohibitive. Hence they sought some practical, yet inexpensive, means of attractively labeling containers. Paper labels were ruled out because they became too greasy.

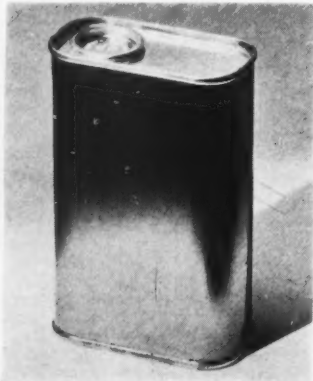
The solution was found in the use of cellophane, printed on the reverse or interior side of the label, and with designs planned to utilize the gold of the can as an extra color showing through portions of the label deliberately left bare of printing. The labels were applied with a semi-automatic wrapping device, glue

being used on one end of the container to keep the labels from slipping.

In use it has been found that the new type of label offers a number of advantages. Instead of having to stock a wide range of prelithographed cans, space is saved by stocking a single type of can and a range of private brand labels—the same cans being utilized for all orders. The printed transparent labels, it has been found, reject any oil that may drip from the can. The cellophane film prevents oil from reaching the ink and presents a clean and appetizing appearance.

Credit: Cellophane supplied by E. I. du Pont de Nemours & Co., Inc. Labels printed by Traver Corp. and Milprint, Inc. Cans by American Can Co.

2










3



2. The basic package is an undecorated can stocked, filled and sealed in quantity runs with consequent economies. 3. The gold color of the can provides the effect of an extra label color at no extra cost, as it shows through those portions of the label which have been left unprinted.

SHIPPING TRAGEDY NO.9

A certain manufacturer developed a new product  Then he unleashed an advertising campaign  that took his competition completely by surprise. Orders poured in  But the manufacturer chose to "economize" with inferior shipping cases to save money  and soon dealer enthusiasm was cooling off, due to a large percentage of damaged goods  Competition quickly brought out a similar product  and the manufacturer found himself trailing in a field he developed himself  . . . all because of CONCEALED DAMAGE that destroyed the sales-appeal of his product!

INSIDE STORY . . .

"best presentation of the subject from any source we know about!"
— Fibre Containers

"the railroads naturally are very much in sympathy with what you are trying to accomplish."
— C. H. Dietrich, Executive Vice-Chairman, Association of American Railroads, Freight Claim Division.

"a qualitative study!"
— The American Box Maker

Container Corporation of America has developed a system of new tests and standards known as CERTIFIED FABRICATION. This insures uniformity in case-fabrication, providing shippers with a major safeguard against CONCEALED DAMAGE LOSSES. Container Corporation helps select the correct shipping case . . . then certifies uniformity in meeting specifications. Get the INSIDE STORY with this coupon!

CONTAINER CORPORATION OF AMERICA
111 W. Washington St., Chicago, Ill. Dept. MP-5

Please send me your publication, "Inside Story," which explains the method of Certified Fabrication.

Name _____ Position _____

Company _____ Address _____

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS

NEW YORK • ROCHESTER • PHILADELPHIA • PITTSBURGH • CINCINNATI • CLEVELAND • DETROIT • PEORIA
BALTIMORE • LOUISVILLE • INDIANAPOLIS • MINNEAPOLIS • AKRON • WABASH • ANDERSON, IND. • NATICK, MASS.

Making the "free offer" work

Small Pond's powder packages speed up cream sales in combination carton



The combination offer has long been a favorite merchandising device, particularly for cosmetic manufacturers producing a wide range of products. By means of combination deals, manufacturers are able to secure the speedy introduction of new products or products not enjoying the volume of sales which the sale of the rest of the line would seem to justify. Dealers are receptive to the combination offer—in most instances—because it provides a means of giving a special bargain to customers and thus obligating them to a degree. The bargain-hungry consumer has somehow shown a tendency to react more favorably to this particular merchandising device than to almost any other.

While such offers and deals have enjoyed wide favor, they impose a constant packaging problem for the manufacturer. The least satisfactory way of handling such a deal is to ship the merchandise in the customary manner, counting upon the dealer to assemble the combination in the store. Dealer inertia and the temptation to put the free goods directly into stock for subsequent sale at full retail price is usually too great to make this method at all desirable. On the other hand, the consumer would not be attracted to the deal if he could not recognize the packages as regular retail merchandise—the very ones for which he has previously paid full price.

The solution, when it has been found, has usually appeared in the form of some outer wrap or carton, designed to hold two standard units together. A particularly effective carton of this type has been successfully used in several promotions by the Pond's Extract Co. The carton is of open-top construction with a display panel which folds down in shipment to form a protective lid. The front face of the carton is die-cut to disclose a small drum of face powder, held in place by an ingeniously folded flap formed by an extension of the front carton face. The remainder of the carton carries a jar of the company's cold cream, completing the combination. The unit is attractively printed in colors matching and complementing the package colors.

Credit: Cartons designed and produced by Densen-Banner Co., Inc. Board supplied by the Federal Paper-board Co.

Above: One of the combination offer cartons as it appears on the drug store counter. Note the display value and the manner in which pilferage is discouraged by the carton construction. Left: Detailed view shows ingenious construction of the face powder pilfer-prevention flap and carton divider.

**COLORS THAT FLIRT
WITH THE CUSTOMER...**



Does your package stand out . . . does it flash a message to the buyer? Heekin Colors . . . limitless in their selection . . . will attract attention. Heekin Metal Containers . . . in all shapes and sizes . . . are making customers for thousands of satisfied manufacturers. If you package your product in a metal package, Heekin can help you improve an old package or design a new one.

THE HEEKIN CAN CO.
CINCINNATI, OHIO

heekin cans
Lithographed WITH HARMONIZED COLORS

"SHELF-CONSCIOUS"



Jelline Jars, light in weight and easy to handle for efficient packaging line operation.

But, just as important, they are "Shelf-Conscious". Modern in design, crystal clear, these new Jelline Jars in the Ripple Pattern move your product off the dealer's shelf and on to the housewife's. For a sales making show window, pack in "Shelf-Conscious" Jelline Ripple Pattern jars, available in all sizes from 6.3 to 16 1/8 oz. Write for samples and information.



G. W. VA

New markets for old favorites

Ten individual-size Post cereal cartons are merchandised as a single unit, opening new markets for the General Foods Corp.

For years the patrons of restaurants, hotels, lunch counters—wherever individual service is the custom—have enjoyed cereals packed in personal service packages. Satisfaction has been the reaction of both dealers and consumers.

About a year ago, the General Foods Corp., makers of Post cereals, reasoned that a modest, but potentially lively market for their breakfast foods—packed in these same personal serving cartons—was waiting to be tapped through the retail grocery trade, where at that time only the larger, multiple-serving packages were available. General Foods' cereal merchandising men felt strongly that there was a substantial group of people who wanted this type of package—consumers who enjoy cereal for breakfast and for lunches, but whose consuming capacity would not use up the larger size packages before the contents lost their freshness.

It was eventually decided that the ideal unit for successful marketing would be ten individual packages, consisting of two each of the five most popular Post cereals: Post Toasties, Grape-Nuts, Grape-Nuts Flakes, Post's 40% Bran Flakes and Huskies. It was felt important that the long-standing friendliness of

consumers toward the well-known Post cereal packages should be capitalized upon—consumers should be able to see the miniature containers of the larger size units with which they are familiar.

A transparent wrap was the logical answer to the problem. But a transparent wrap was not felt to be quite enough, since the wrap would not afford the desired sturdiness. The ten small units in five different sizes had to have a strong package to stand shipping, shelf stacking and consumer handling. Thus a modified display "boat," similar to those utilized for bakery and other small items, was adopted. This provided strength, visibility of the products and color. Further, the folding carton with open front presented an opportunity for promoting display of the products among the regular cereal packages as well as among other "boat" type containers.

So it was that the Post-Tens carton evolved ten individually cellophane-wrapped personal boxes of assorted cereals, colorfully packed in a light, faceless carton, suitably imprinted.

Credit: Cellophane supplied by E. I. du Pont de Nemours & Co., Inc.



Ten individual service cartons of Post cereals are merchandised as a single unit in this open-face carton. Through the open front panel, the consumer may see the actual cereal packages, while the back panel of the master carton is imprinted with illustrations of the cereal cartons. Thus no matter how the dealer stacks the packs, display and product recognition may be maintained. The entire unit is overwrapped with cellophane.

Providing the answers to 10,000 ADHESIVES PROBLEMS



Out of 55 years of pioneering, there are now some 8500 adhesives formulæ on file in Arabol Laboratories. 900 of these formulæ are in active demand—by several thousand manufacturers . . . Today, it is almost impossible to name an industry which does not solve some of its problems with Arabol adhesives . . . Yet every day, new problems arise—new formulæ are being perfected and put into use.

And—for Your Offices—



You'll find sound values in the pastes, glues and mucilages made by a firm with 55 years' experience in supplying the adhesives requirements of a hundred industries. Write us for the name of the nearest Arabol distributor.

The Arabol Representative who calls on your firm is qualified by long and wide experience to help you fill your requirements, old or new; to help you find new economies and new applications. He is a practical man who can work with you in your factory. And at all times, he can call upon any of three laboratories for quick action on new or special needs.

See your Arabol Representative when he calls. Let him tell you of current developments in gums, glues and pastes for your particular line of business.

THE ARABOL MANUFACTURING CO.

PIONEERING SINCE 1885

Executive Offices: 110 East 42nd Street, New York, N.Y.

Factories: . . . Brooklyn • Chicago • San Francisco

Branch Offices or Warehouses:

Boston • Philadelphia • Seattle • Toronto • Montreal

Adhesives? . . . ARABOL!



Food and Drug Administration

Food and drug law matters are in a state of suspended animation until the middle of June as a result of the presidential proposal to shift the Food and Drug Administration from the Department of Agriculture to the Federal Security Agency. The Food and Drug Administration in the Department of Agriculture and its functions, except those functions relating to the administration of the Insecticide Act of 1910 and the Naval Stores Act, are to be transferred to the Federal Security Agency and shall be administered under the direction and supervision of the Federal Security Administrator if Congress takes no adverse action upon the presidential proposal to this effect. The chief of the Food and Drug Administration will hereafter be known as a Commissioner of Foods and Drugs. The change is proposed under Section 12 of Reorganization Plan No. 4, submitted by the President on April 11, 1940 to be effective in 60 days if not disapproved by Congress.

First effect of the proposed change has been the cancellation of the recently announced hearings on proposed regulations for special dietary foods and on definitions and on standards of identity for flour and similar products. The hearings had been set for April 29 and May 13.

Officials explained that the Department of Agriculture could not complete regulations based on these hearings before the scheduled date of the transfer to the Federal Security Administration. In such circumstances, the Department of Agriculture preferred that the new administrative agency be given the opportunity to formulate and issue its own proposals on these various commodities.

Food and Drug Administration officials indicate, however, that these regulations will be considered as a prime problem for the Administration as soon as the reorganization has taken place and that hearings will be held as quickly thereafter as possible, probably within 30 days.

The proposed regulations to be discussed at these hearings are reprinted below in full.

§ 125.00 *General.* (a) A food may be subject to the requirements of these regulations by reason (among other reasons) of its purporting to be or being represented for use—

(1) by infants, children, aged persons, or persons suffering or convalescing from disease;

(2) in the cure, mitigation, treatment or prevention of disease;

(3) in increasing or decreasing weight, or otherwise affecting the structure or any function of the body; or

(4) in preventing or correcting any dietary deficiency.

(b) A food shall not be considered to be subject to these regulations by reason of any statement showing the quantity of any vitamin, mineral, or other constituent contained in such food if—

(1) such vitamin, mineral, or other constituent is naturally present in such food, and is not, in whole or in part added thereto directly or through any treatment or process;

(2) such food is not an extract, concentrate, or other preparation of any vitamin, mineral, or other dietary factor; and

(3) no representation is made or suggested concerning the effect of such food or any vitamin, mineral, or other constituent thereof.

(c) The definitions and interpretations of terms contained in section 201 of the Act shall be applicable also to such terms when used in these regulations.

(d) No requirement of these regulations shall be considered to relieve any food from any requirement of the Act or regulations thereunder, including the requirement that its labeling shall not be misleading in any particular.

§ 125.01 *General labeling requirements.* (a) A food which purports to be or is represented for any special dietary use by man shall bear on its label a statement of the dietary properties upon which its value for such use is based.

(b) A food which purports to be or is represented for any special dietary use by man by reason of its being an infant food or of its containing any vitamin, mineral, or other dietary constituent, shall bear on its label directions for use showing the quantity of such food to be consumed during any period of one day. If such purported or represented use is by persons of different ages or age groups, or of other groups having special dietary requirements, such directions shall show such quantity for each such age, age group, and other group.

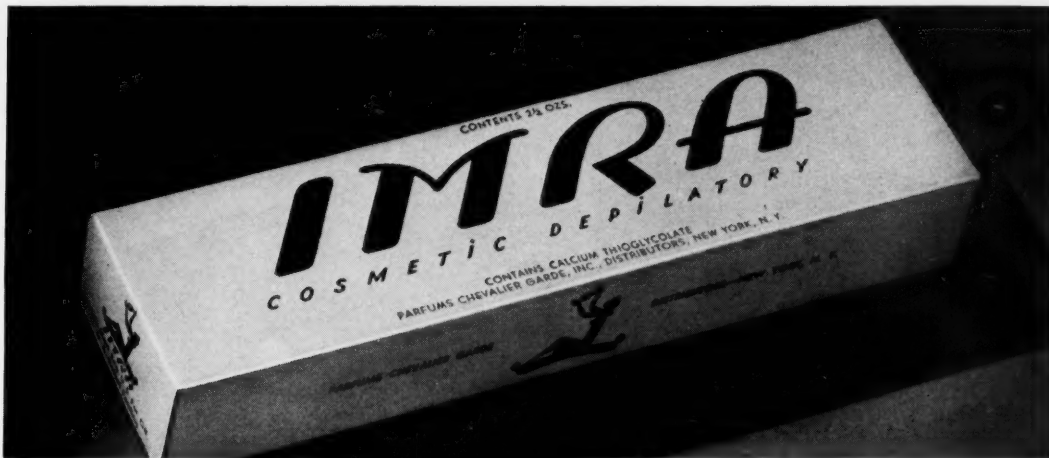
§ 125.02 *Exemptions.* (a) A shipment or other delivery of a food shall be ex- (Continued on page 104)

WHERE DESIGN DEPENDS UPON MATERIAL...

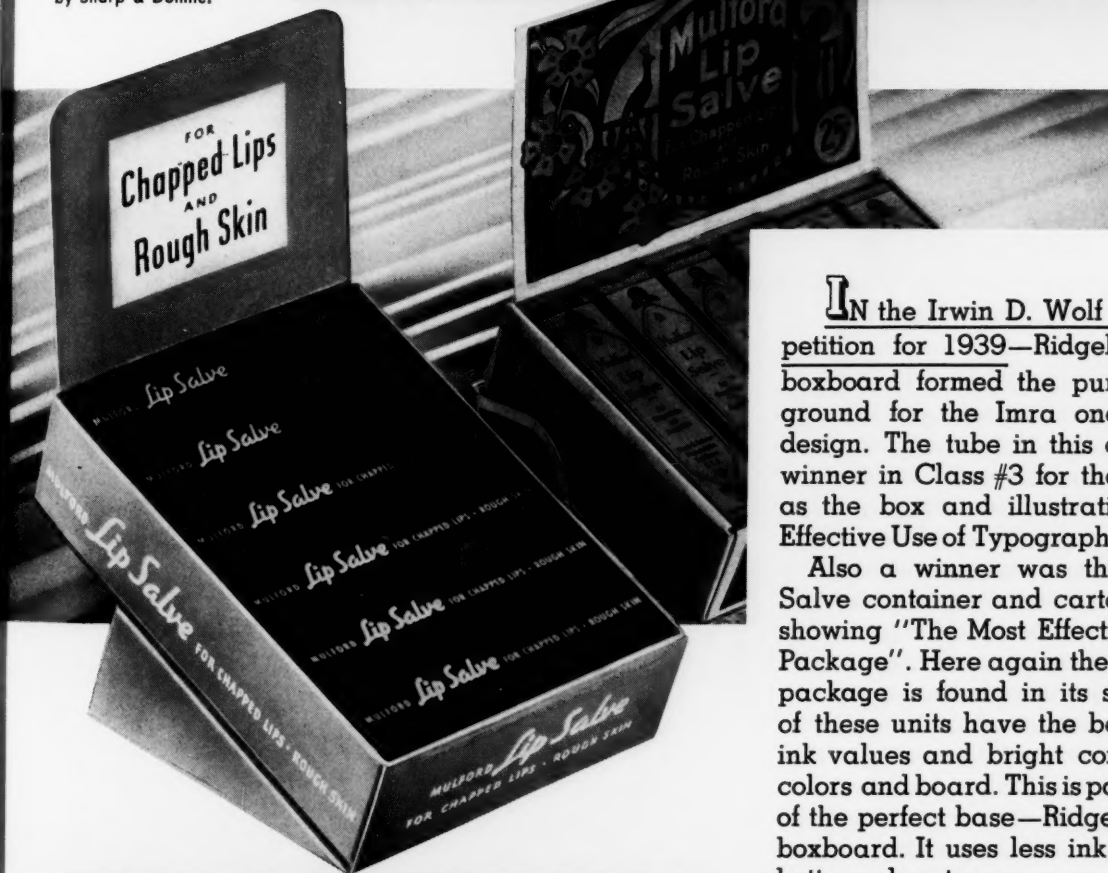
IT'S Ridgelo BOXBOARD *for Folding Cartons*

CLAY COATED

The Imra cartons for Parfums Chevalier Garde, Inc. made by the Wilkata Folding Box Co.



The Mulford cartons and container for Sharp & Dohme made by Sharp & Dohme.



IN the Irwin D. Wolf Package Competition for 1939—Ridgelo clay coated boxboard formed the pure white background for the Imra one color carton design. The tube in this carton was the winner in Class #3 for the same pattern as the box and illustrating "The Most Effective Use of Typography or Lettering".

Also a winner was the Mulford Lip Salve container and cartons in Class #5 showing "The Most Effective Redesigned Package". Here again the strength of the package is found in its simplicity. Both of these units have the benefit of strong ink values and bright contrast between colors and board. This is possible because of the perfect base—Ridgelo clay coated boxboard. It uses less ink and uses it to better advantage.

It is always true—as these prize winning cartons prove—that attractive designs deserve Ridgelo Clay Coated Boxboard—all others need it.

Suppliers to Independent Converters since 1906

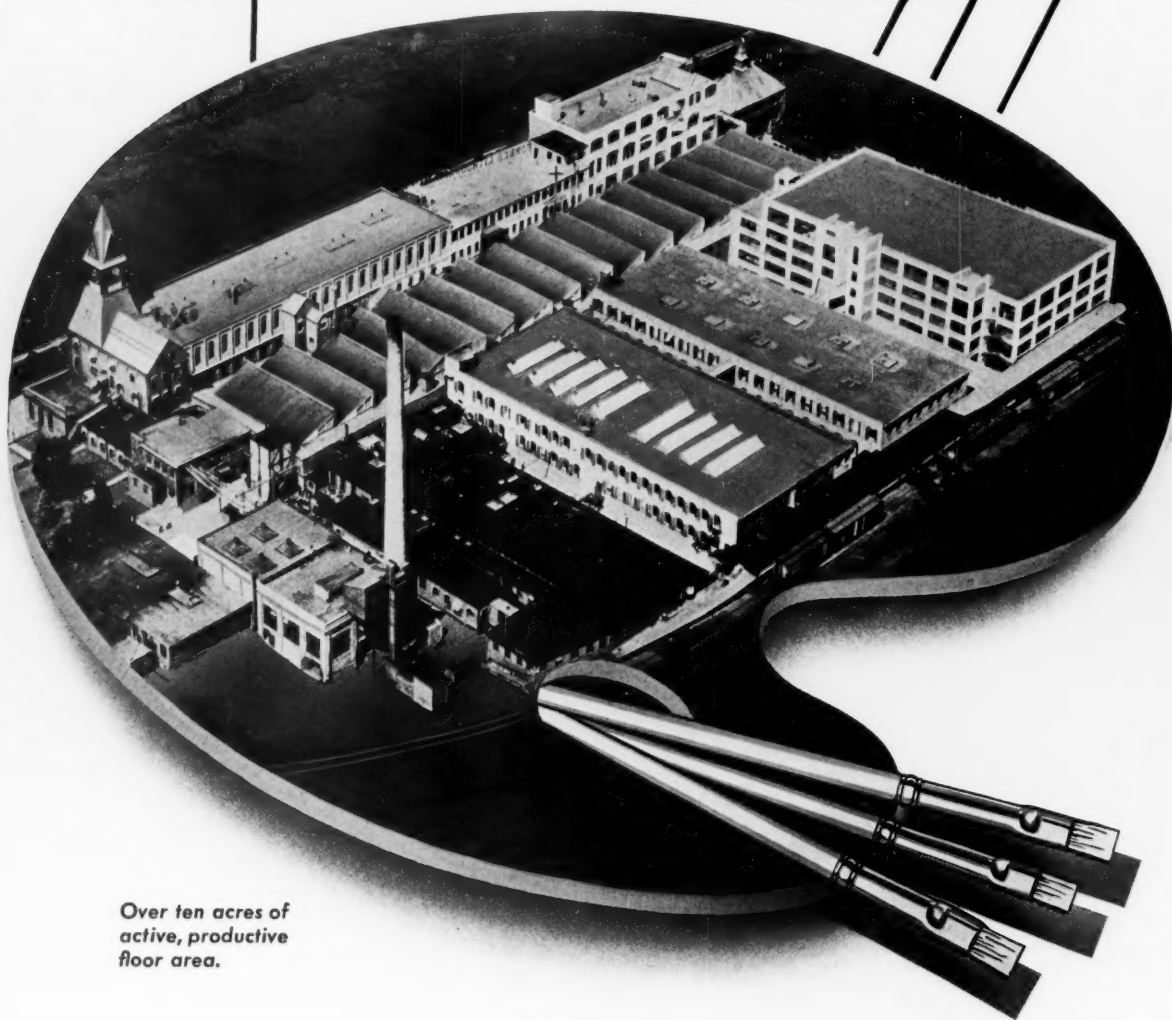
Ridgelo
CLAY COATED

BOXBOARDS

**MADE AT RIDGEFIELD, N. J.
BY LOWE PAPER COMPANY**

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago
H. B. Royce, • Detroit • Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis

Headquarters For *Creative Lithography*



Over ten acres of
active, productive
floor area.

Products of FORBES creative ingenuity, stemming from sound merchandising judgment, and an understanding of buying habits.

DISPLAYS and POSTERS
COUNTER MERCHANDISERS
CARTONS, LABELS, WRAPPERS
PRINTED CELLOPHANE

PACKAGE INSERTS
BOOKLETS and FOLDERS
CALENDARS and ART PLATES
BUSINESS STATIONERY

Produced by craftsmen — on precision equipment . . . in this modern lithographing and printing plant . . . noted for quality production.

FORBES  **LITHOGRAPH CO.**
NEW YORK CHICAGO CLEVELAND ROCHESTER DETROIT
P. O. BOX 513 • BOSTON

MODERN DISPLAY



What the grocer wants in display

Part 1: A study of dealer preferences as expressed by actual usage of displays in the New York area

In September and October of 1939, Modern Packaging published a survey by the Institute of Package Research entitled, "What the Druggist Wants in Display." This study presented data, heretofore unavailable, on the optimum sizes of window, counter and floor displays. It studied the quantity of displays received by druggists and the percentage of these utilized and was, thereby, able to show where opportunities existed for the display user to capitalize upon unsatisfied dealer desires for certain types of displays. The use of lighted and motion displays was studied and the dealer reaction to displays of these types analyzed. Finally, dealer preferences for individual displays were carefully tabulated with a view toward providing a guide for the display designer, on the basis of past performances, which might lead to more intelligent display planning in the future.

So enthusiastic was the response of the readers of Modern Packaging to this study that the Institute of

Package Research was commissioned to undertake a similar project in the grocery field. This work has been in process for the past seven months and on the pages which follow, we present the first of two installments of the report of the Institute of Package Research on Dealer Usage and Dealer Preference for Displays in the Grocery Field.

The Survey's Scope

The grocery trade differs radically from the drug trade in many respects and it is to be expected, therefore, that dealer reaction to displays and the use made of displays in the food field would differ widely from the reaction to and utilization of displays in the drug trade. In anticipation of these differences, it was decided to conduct this survey by direct canvass of retail stores without any reliance upon voluntarily answered questionnaires submitted by retailers through the mails.

The New York metropolitan district was selected for

DEALER USAGE OF DISPLAYS



TYPE OF NEIGHBORHOOD	No. OF STORES	TOTAL	AVER. PER STORE	TOTAL	AVER. PER STORE	TOTAL	AVER. PER STORE	TOTAL	AVER. PER STORE	TOTAL	AVER. PER STORE	AVERAGE TOTAL No. DISPLAYS PER STORE
UPPER	20	49	2.45	60	3.00	32	1.60	75	3.75	33	1.65	12.45
MIDDLE	185	327	1.76	637	3.44	362	1.95	662	3.57	294	1.58	12.30
POOR	57	100	1.75	159	2.78	79	1.38	161	2.82	88	1.54	10.27
MIXED	54	92	1.70	136	2.51	89	1.64	156	2.88	90	1.66	10.39

CHART 1

Distinct differences are to be noticed in dealer acceptance of displays of various types when stores are segregated by type of neighborhood in which they are located. Stores in poorer neighborhoods and those in mixed neighborhoods use substantially fewer displays. Middle class stores use more counter displays than upper class stores. See the text for a full discussion of this chart.

intensive coverage not because it is the most typical grocery market, but rather because the most adverse conditions were to be found in this area. It was reasoned that if any conclusions favoring displays should be arrived at as a result of this study of New York stores, it might logically be assumed that these conclusions would apply with equal or greater emphasis throughout the country.

Following proven research methods, a preliminary survey was carried on to determine the size of a sample which would be typical of the entire market. By carefully spotting the Institute's canvassers into selected areas, it was found possible to secure information and data, which we believe to be accurate and typical of the entire market, by intensively canvassing some 325 selected stores located in upper, middle, poor and mixed neighborhoods.

Within this selected group of 325 stores, proportions typical of the entire area have been maintained in respect to the class of the neighborhood in which each store is located (poor, middle, upper-class and mixed). In other words, care has been taken to see that the number of stores in middle-class neighborhoods, in our selected sample, are approximately proportionate to the number of such stores in the total New York area and so on through each of the various class groupings which are listed above.

A similar selectivity has been exercised in respect to store sizes, with a proper balance being maintained between small, medium and large stores and super mar-

kets. Finally, care was taken to secure typical groupings of retailers in terms of the nature of business carried on. Unlike the drug field, the food field contains many varied types of stores. In addition to those selling principally products which might be classified as "pure groceries," there are numerous varieties of combination stores in which groceries are sold in conjunction with fish, dairy products, delicatessen products, fruits, meats, liquors or vegetables or several of the groups of products named. Care has been taken to maintain a reasonably accurate proportion of these combination stores in our selected sample of 325 stores, with the view of insuring essential similarity between the selected sample and the entire market.

The stores covered in the Institute canvass are located through the boroughs of Brooklyn, Queens, Manhattan and the Bronx; in Hudson and Bergen counties in New Jersey; in the city of Yonkers and throughout rural Rockland county. Thus a proper representation, in proportion to population, has been maintained in respect to areas of varying population density. City stores, suburban stores and rural stores are all represented in approximate proportions to their distribution in these groupings throughout the metropolitan area.

Finally, an effort has been made to compensate for the number of retail stores located in foreign language districts in the New York metropolitan area. In this region, the number of such stores is higher than would be the case throughout the United States. While such

WINDOW DISPLAYS MOST FAVORED BY GROCERS—New York Area—Spring 1939

UPPER	MIDDLE	POOR	MIXED
1 Leibman Breweries, Inc. (Rheingold Beer)	Hoffman Beverage Co. (Hoffman's Beverages)	Jacob Ruppert, Brewer (Ruppert's Beer)	Hoffman Beverage Co. (Hoffman's Beverages)
2 Jacob Ruppert, Brewer (Ruppert's Beer)	Frosted Food Sales Corp. (Birdseye)	Seeman Bros., Inc. (White Rose Tea)	P. Ballantine & Sons (Ballantine's Beer)
3 F. & M. Schaefer Brewing Co. (Schaefer's Beer)	Jacob Ruppert, Brewer (Ruppert's Beer)	Hoffman Beverage Co. (Hoffman's Beverages)	Seeman Bros., Inc. (White Rose Tea)
4 Canada Dry Ginger Ale, Inc. (Canada Dry)	Leibman Breweries, Inc. (Rheingold Beer)	Calif. Fruit Growers Exch. (Sunkist Oranges)	Leibman Breweries, Inc. (Rheingold Beer)
5 Stokley Bros. & Co. (Honor Brand Frozen Foods)	P. Ballantine & Sons (Ballantine's Beer)	Frosted Food Sales Corp. (Birdseye)	Jacob Ruppert, Brewer (Ruppert's Beer)
6 P. Ballantine & Sons (Ballantine's Beer)	Canada Dry Ginger Ale, Inc. (Canada Dry)	Christian Feigenspan Brew- ing Co. (P.O.N. Beer)	Canada Dry Ginger Ale, Inc. (Canada Dry)
7 Austin, Nichols & Co., Inc. (Heincken's Beer)	F. & M. Schaefer Brewing Co. (Schaefer's Beer)	Walnut Growers Cooperative Assn. (Diamond Walnuts)	Weston Biscuit Co., Ltd. (Weston's Crack-ettes)
8 Anheuser-Busch, Inc. (Budweiser's Beer)	Walnut Growers Cooperative Assn. (Diamond Walnuts)	Armour & Co. (Cloverbloom Butter)	R. B. Davis Co. (Cocomalt)
9 Seeman Bros., Inc. (White Rose Tea)	Stokley Bros. & Co. (Honor Brand Frozen Foods)	Beechnut Packing Co. (Beechnut Coffee)	Frosted Food Sales Corp. (Birdseye)
10 Hoffman Beverage Co. (Hoffman's Beverages)	Kraft-Phenix Cheese Corp. (Kraft's Cheese)	International Salt Co. (Sterling Salt)	Hershey Chocolate Corp. (Hershey's Chocolate)

CHART 2

In chart 2, above, are listed, in the order of their frequency of appearance, the displays most favored by grocers. Note the predominance of beer and drink accessory displays, reflecting the installation services maintained by many of these companies. Note that non-beverage advertisers are largely those making numerous items so that the display aids the sale of the entire line in the store. Chart 3, below, shows a similar rating of dealer preferences as expressed in usage of counter displays. Note the predominance of "pick up" items in the semi-luxury class, displays with a view toward gaining extra sales when making change for the already-served customer.

COUNTER DISPLAYS MOST FAVORED BY GROCERS—New York Area—Spring 1939

UPPER	MIDDLE	POOR	MIXED
1 Nestle's Milk Prod., Inc. (Nestle's Cocoa)	Geo. Washington Refining Co. (Washington Aces)	Seeman Bros., Inc. (White Rose Tea)	Nestle's Milk Prod., Inc. (Nestle's Cocoa)
2 Geo. Washington Refining Co. (Washington Aces)	Nestle's Milk Prod., Inc. (Nestle's Cocoa)	Geo. Washington Refining Co. (Washington Aces)	Geo. Washington Refining Co. (Washington Aces)
3 Beechnut Packing Co. (Beechnut Cocktaillettes)	Drake Bakeries, Inc. (Drake's Cakes)	Nestle's Milk Prod., Inc. (Nestle's Cocoa)	Geo. Washington Refining Co. (Washington Instant Broth)
4 Canada Dry Ginger Ale, Inc. (Canada Dry)	Seeman Bros., Inc. (Pique Seasonings)	H. J. Heinz Co. (Heinz Foods)	Drake Bakeries Corp. (Drake's Cakes)
5 Kraft-Phenix Cheese Corp. (Kraft's Cheese)	Ward Baking Co. (Ward's Cakes)	Drake Bakeries, Inc. (Drake's Cakes)	Seeman Bros., Inc. (Pique Seasonings)
6 Seeman Bros., Inc. (Pique Seasonings)	Kraft-Phenix Cheese Corp. (Kraft's Cheese)	Purity Bakeries Corp. (Grennan's Cakes)	John F. Trommer, Inc. (Trommer's Ale)
7 Continental Baking Corp. (Hostess Cup Cakes)	Purity Bakeries Corp. (Grennan's Cakes)	Geo. Washington Refining Co. (Washington Instant Broth)	R. B. Davis Co. (Cocomalt)
8 Geo. Washington Refining Co. (Washington Instant Broth)	Geo. Washington Refining Co. (Washington Instant Broth)	Kraft-Phenix Cheese Corp. (Kraft's Cheese)	Kraft-Phenix Cheese Corp. (Kraft's Soup's-On)
9 Drake Bakeries, Inc. (Drake's Cakes)	Vita Food Products, Inc. (Vita Anchovy Paste)	Continental Baking Corp. (Hostess Cup Cakes)	Seeman Bros., Inc. (White Rose Tea)
10 Crosse & Blackwell Co. (Oyster Stew)	Seeman Bros., Inc. (White Rose Tea)	Seven-Up Bottling Co., Inc. (7-Up)	Continental Baking Corp. (Hostess Cup Cakes)

CHART 3

FLOOR STANDS MOST FAVORED BY GROCERS

New York Area

Spring—1939

UPPER	MIDDLE	POOR	MIXED
1 Canada Dry Ginger Ale, Inc. (Canada Dry)	Loose-Wiles Biscuit Co. (Sunshine Krispy Crackers)	Canada Dry Ginger Ale, Inc. (Canada Dry)	Canada Dry Ginger Ale, Inc. (Canada Dry)
2 Loose-Wiles Biscuit Co. (Sunshine Krispy Crackers)	Canada Dry Ginger Ale, Inc. (Canada Dry)	Loose-Wiles Biscuit Co. (Sunshine Krispy Crackers)	Loose-Wiles Biscuit Co. (Sunshine Krispy Crackers)
3 The Coca-Cola Company (Coca-Cola)	The Coca-Cola Company (Coca-Cola)	H. J. Heinz Co. (Heinz Strained Foods)	The Coca-Cola Company (Coca-Cola)
4 Frosted Food Sales Corp. (Birdseye)	Hoffman Beverage Co. (Hoffman's Pale Dry)	National Biscuit Co. (Uneeda Biscuits)	H. J. Heinz Co. (Heinz Strained Foods)
5 Stokley Bros. & Co. (Honor Brand Frozen Foods)	National Biscuit Co. (Uneeda Biscuits)	Walnut Growers Cooperative Assn. (Diamond Walnuts)	Weston Biscuit Co., Ltd. (Weston Biscuits)
6 Mutual Biscuit Co. (Mutual Biscuits)	Kraft-Phenix Cheese Corp. (Kraft's Cheese Dinner)	Hoffman Beverage Co. (Hoffman's Pale Dry)	National Biscuit Co. (Uneeda Biscuits)
7 General Baking Co. (Bond Bread)	Mutual Biscuit Co. (Mutual Biscuits)	Kirkman & Son, Inc. (Kirkman's Soap)	Pepsi-Cola Co. (Pepsi-Cola)
8 John H. Woodbury, Inc. (Woodbury's Soap)	Weston Biscuit Co., Ltd. (Weston Biscuits)	Mutual Biscuit Co. (Mutual Biscuits)	Lever Bros. Co. (Lux Soap)
9 Hoffman Beverage Co. (Hoffman's Pale Dry)	Walnut Growers Cooperative Assn. (Diamond Walnuts)	Pepsi-Cola Co. (Pepsi-Cola)	Thomas J. Lipton, Inc. (Lipton's Tea)
10 Weston Biscuit Co., Ltd. (Weston Biscuits)	Frosted Food Sales Corp. (Birdseye)	The Coca-Cola Company (Coca-Cola)	Hoffman Beverage Co. (Hoffman's Pale Dry)

CHART 4

Above we have the dealer preferences, by class of store, for floor stands. Note the prominent positions achieved by biscuit and soft drink suppliers and by makers of products having a wide appeal and the ability to stand mass display and consumer handling.

stores are represented in our survey, care has been taken to utilize a smaller proportion of such stores than would be typical of the New York market in order not to weigh our conclusions too far out of line from conditions which might be expected to obtain in any other area. It is in this respect alone, we believe, that the conclusions of this survey may be called "untypical" of the New York market.

Interview Methods

This survey was designed, in part at least, to secure dealer reactions to displays. Thus a number of the questions which the survey sought to answer were questions asked directly of the cooperating dealers by the Institute's research canvassers.

Other questions, however, sought to measure actual conditions in the store rather than the dealer's opinion. The canvasser actually took a census of every display in each of the stores at the time of his visit. By so doing, data were obtained which could be checked against dealers' expressions of opinion and which sub-

stantially increased the accuracy of the entire survey. While this involved a great deal of work—the average interview and canvass taking some 28 minutes—it was felt that only a thorough checking of actual installed displays would give any clear picture of conditions in the grocery field. This attitude was adopted all the more because it was quickly found that the average food store operator is both far more loquacious and far less accurate in his expressions of opinion than is the better educated and more scientific-minded pharmacist.

Thus by actual examination of the store, it was possible to arrive at accurate figures of dealer preferences for displays as measured by actual installations. Such figures are here presented for window displays, wall signs, counter displays, floor stands and a group titled miscellaneous displays and including hangers, decalcomanias, door signs, electric signs, etc. The store examination method likewise provides the answer to the question, "How many displays are used by average stores of given size or in a given neighborhood?" It therefore points the way (Continued on page 108)

FIRST IN THREE COMPETITIONS



Designer:
A. R. BOTHAM
Coty, Inc.

THREE separate distinguished juries, acting independently in different competitions, awarded first honors in two classifications to displays produced by Einson-Freeman.

The Babson Institute selection of the Coty "L'Aimant" display as "The Best Window Display of 1939" was also singled out for top honors by the All-America jury. The Maine Potato floor stand, chosen "best" in the Wolf Award, was likewise honored in the All-America Competition. Altogether a total of eight honors to six displays—an all-time high for honors in Window and Store Display.

To us, however, it is only an incentive to strive even harder in 1940 to improve processes, develop ideas and so interpret the selling message of our clients that their displays may be the "winning displays of 1940"—winning not only honors, but dealer recognition and increased sales.

We shall be glad to discuss your display problems at any time you are pleased to appoint for a conference.

- ★ BEST WINDOW DISPLAY of 1939 . . .
Babson Institute Competition
- ★ FIRST AWARD for WINDOW DISPLAY
All-America Package Competition
- ★ FIRST AWARD FOR FLOOR DISPLAY
Wolf Award Competition

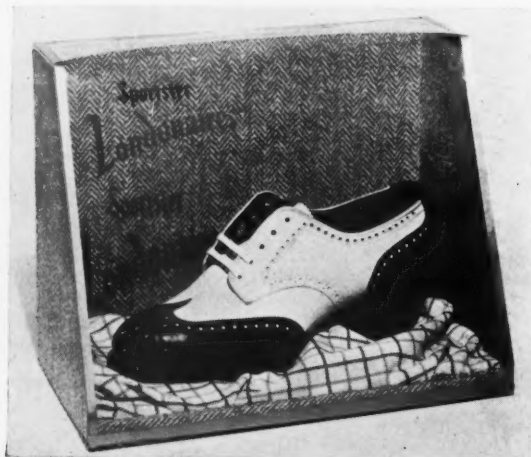


Agency:
BROOKE, SMITH,
FRENCH & DORRANCE

EINSON-FREEMAN CO., INC. LITHOGRAPHERS
LONG ISLAND CITY, N. Y.

Individual show windows

The shoe industry at last finds a satisfactory solution to a difficult display problem



The retail shoe trade—in both its men's and women's branches—has become increasingly a high fashion trade, placing great emphasis upon style and color features of its products. Until very recently, no fully satisfactory means of product display—within the store—has been available. To a large degree, this problem has now been solved through the use of transparent-walled containers, one type of which in particular has won wide adaptation and a most enthusiastic dealer reception.

Every dealer has a substantial amount of counter space or table space available, yet he has always hesitated to display the more delicate leathers or fabrics upon these fixtures because normal shopwear, normal dust settlement and customer handling would result in rapid deterioration of the product. A further factor retarding the use of such display space lay in the fact that such display, without the proper background, did not necessarily result in an attractive presentation of the product.

The newly developed units are dust-proof houses of set-up box construction with a transparent top wall carried over the slanting front face to form an individual display window for a single shoe. Entrance is secured through the bottom of the container, the entire top being lifted off as a unit. This construction is capable of wide variation by a proper selection of background materials.

For Foot Delight shoes, a light dotted paper is used to line the display cabinet, the outside walls of which use a leather grained paper edged in silver foil. The Londonaire Sportster shoes are displayed in a cabinet lined inside and out with a herringbone fabric design. The base is loosely covered with a plaid fabric similar to that used on sports clothes. Thus a suitable atmosphere or background is built around the shoe. Daniel Green slippers are presented in a cabinet combining old rose paper with silver pyroxylin edging on the exterior finish and use a satin quilted material as the lining for the interior walls and the base—once again building up a background in keeping with the elaborate boudoir slippers for the display of which the case was designed.

Significantly, cost has been held to a level which has made it possible for the shoe manufacturer to supply these displays to his dealers on a gratis basis, without too severe attacks upon the advertising or publicity budgets. To insure proper use of the displays for the products of the sponsoring (Continued on page 112)

A CARD THAT HITS THE EYE...

... Is a Sale Half Made

Stand by a counter. Watch the hurrying customer pause. What stopped her? A card caught her eye. She picks it up; she buys.

That's the job Addison "litho-class" cards are doing on thousands of counters every day. An Addison card hits the eye and sells bobby pins, cosmetics, curlers, hardware.

Let us show you how a colorful, well-designed card can add sales punch to your line. Send us one of your sample cards, cartons or products. We will make suggestions that we believe will get more business for both of us.



Wave O Matic

REG. U. S. PAT. OFF.

THE PERFECT
AUTOMATIC
FINGER WAYER

NO HEAT — NO LOTION — NO BOB PINS

Smart lasting waves



Creation of a master hairdresser

25¢ each

DISPLAY CARDS—CARTONS—LABELS—WRAPS—COUNTER DISPLAYS

ADDISON LITHOGRAPHING COMPANY

MAIN OFFICE AND PLANT: 245 HOLLENBECK ST., ROCHESTER, N. Y.

New York Office 300 Fifth Avenue

Chicago Office 64 West Randolph St.

Display Gallery

KILL MOTHS
Look here

1 A counter display which permits consumers to view a series of five pictures showing how Di-chloricide, a Merck & Co., Inc. product, works in killing moths is now being distributed to retail drug stores. A twist of the dial by interested consumers enables the merchandiser to act as a self-demonstrator, making its points without the services of an attendant. The five moth-killing scenes in the display are illuminated by light entering through the translucent side panels. Patrons viewing the scenes through a peep-slot are able to see quite graphically "how moths die in Di-chloricide." Lithographed in ten colors, the unit was made by Snyder & Black, Inc.

2 This window display—measuring 40 in. by 50 in.—provides an appropriate background for Helena Rubinstein Apple Blossom cosmetics. A spray of artificial apple blossoms, seen through a simulated window, adds an effective note to the entire ensemble. Two side cards present information concerning the products which are arranged in front of the window unit. Created and produced by The Marvin Ellis Co.

3 Styptic Powder, product of Aid Laboratories, is packaged in Kimble glass vials equipped with closures which can be snapped on or off with a slight thumb pressure. A dozen of the handy-size vials are attached to a display card which may be placed on the counter, occupying but a minimum amount of display area.

4 Carstairs Bros. Distilling Co., Inc., has adopted a display which may be utilized as either a counter or back bar unit. The display is made of a special chemical clay composition produced under pressure without the aid of heat. Lettering and design, in full relief, are executed in red and blue against a stark white background. Measuring 5 1/4 in. by 7 in., the unit stands on its own base. Produced by Bransby & Hewitt.

5 Two pups, with paws and noses actually pressed against the dealer's window, in this unusual display for Sergeant's dog medicines, products of Polk Miller Products Corp., constitute real "stoppers." Two more cocker spaniels, on the cleverly designed center piece, call attention to the message presented thereon. Two intermediary side pieces carry two more of the dogs, each with a pertinent message, and each tying in facsimile packages of Sergeant's line of products. All six pups in the display are the work of Morgan Dennis, well-known animal "portraitist." Display by The Niagara Lithograph Co.

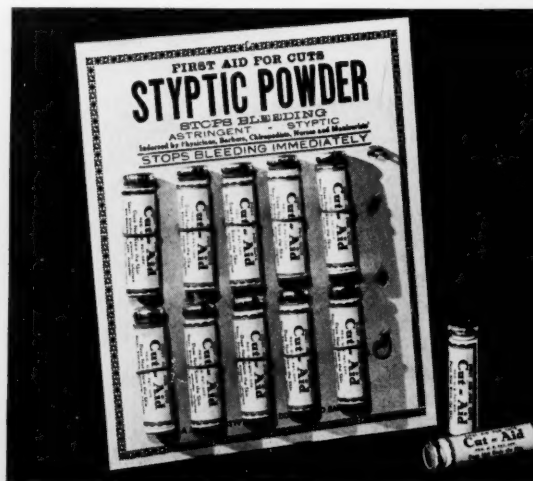
6 Seagram's 7 Crown and 5 Crown whiskies are emphasized in full color in this window display being distributed by the Seagram Distillers Corp. The circle containing the full color replicas of the Seagram bottles, together with four popular drinks,



projects beyond the body of the display itself and is connected to it by means of an accordion-like band which forms a three-dimensional gold halo around the picture. Against the solid black background the words "Seagram's Crown Whiskies" clearly appear in red letters outlined in gold. Display by Palmer Associates, Inc.

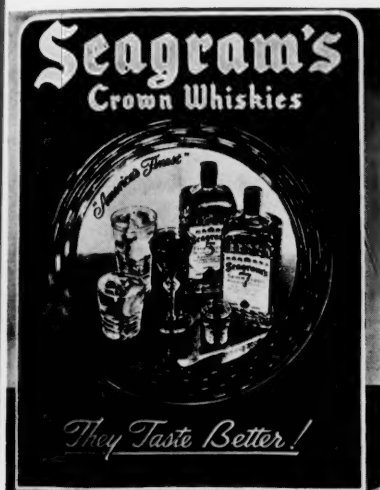
7 Four different kinds of candies, made by the Loose-Wiles Biscuit Co., were successfully promoted as "Valentine Specials" in a shipping container which served also as a counter display. The familiar heart-and-arrow symbol is the main feature of an 18-in. high display panel, which also has heart-shaped spaces for price markings. Top flaps are folded down against the front and two end panels, where they are held securely in place by means of special wire clips. Colors are red and blue, printed on an inside white liner. Corrugated display container designed and manufactured by The Hinde & Dauch Paper Co.

2 3

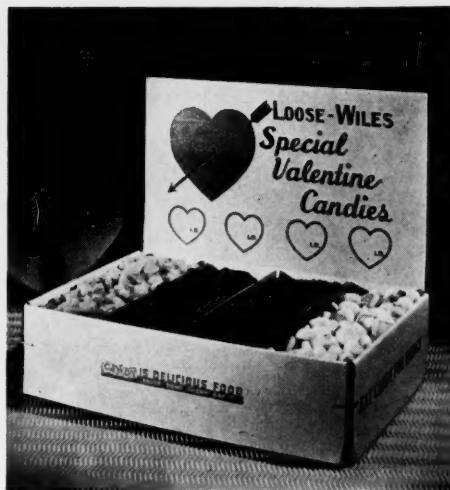




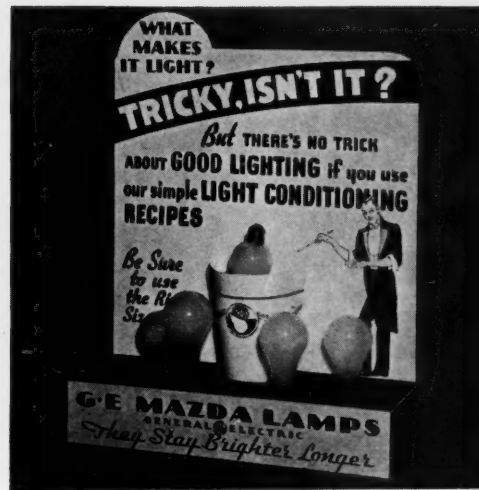
4 5



6



7 8



8 It would be difficult to pass this new General Electric Co. display without stopping to closely inspect it. A bulb, apparently lying base up in a flower pot, flashes on and off, without any evident electrical connection. The unit is made in two easily assembled pieces. The trick of the unit is that a round G-E bulb is utilized with the socket and cord concealed by the flower pot. An extra bulb base, supplied with the display, is glued to the top of the bulb. Designed by the Lamp Department of General Electric in collaboration with The Ohio Box-board Co. and made by the latter company.

9 Sales of Sheaffer school supplies are being promoted by point-of-sale material in the form of lithographed display cards featuring the Sheaffer "jingle tots." A complete set consisting of a center card and 12 smaller cutouts is furnished to

retailers, from which a comprehensive window display may be made. Shown in this illustration is a close-up of the center card and two cutouts. Note that the smaller cutouts—as are all 12—are cleverly die-cut so that the particular product featured is used as an integral part of the display. Material created and lithographed in full color by The Forbes Lithograph Co.

10 Using a colored three-panel screen, the Edgeworth display combines giant size and graphic illustration in a most effective presentation of the advantages of the new pocket pouch package. The eye-catching illustration in the center of the display is a huge hand filling a pipe with Edgeworth tobacco taken from the pocket pouch, while the side panels show how simply this new pouch solves a pipe smoker's problem. Produced by Einson-Freeman Co., Inc.

9 10





At right the old style counter display which left the ties subject to excessive consumer handling and consequent soilage. At left the new package-display with ties protected under transparent acetate.

Handling made easy

But new Spur Bow packages and display eliminate old evil of handling soilage

Ties—like other items of style merchandise—are not sold. They are “selected.” Hence it has always been the desire of manufacturers to facilitate their examination by the consumer. This policy has, however, had its severe drawbacks, particularly for the retailer who found exposure in the store and excessive handling leading to rapid deterioration of his product.

Hewes & Potter, Inc., manufacturers of Spur Bow ties, formerly utilized an eased type of display card carrying a selection of six self-styling ties. The card was effective in making for attractive display and in providing at least a limited insurance against pilferage. It did not, however, prevent soilage of the product.

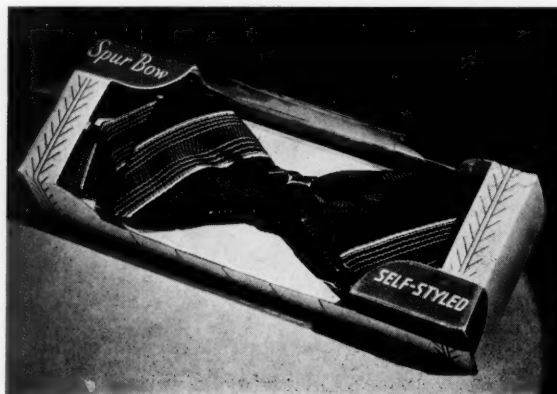
Recently the company has replaced these units with a new type of display consisting of several layers of heavy boxboard in contrasting colors. The layer nearest the consumer is die cut to provide six receptacles for newly adopted window cartons. Each carton, with its three-wall window, provides admirable display for a single tie, yet guarantees against direct consumer handling of the product. The ties are mounted on rectangles of white carton board and tie and board are inserted as a unit into the folding carton which is equipped with end tabs.

The display itself serves merely as a mounting—and a

most attractive one—for the units of packaged merchandise. The emptiness, which formerly occurred when a tie was removed from the display card, no longer presents a problem since the merchant simply takes another package out of stock to replace each package that is sold.

Credit: Display manufactured by Friend Box Co. Cartons by Sample-Durick Co.

By running the transparent window around the box edges, more complete display of the product and better lighting is secured.



Display Problem in your Hair?

Here's One We Combed Out For
American Hard Rubber Company



The proportion of sales of one comb style to another fluctuates. American Hard Rubber Company's display card inventories must be in constant tune with these market changes. Yet, American Hard Rubber should not be penalized in any way for demanding of Merit broken runs and split shipments of displays to maintain the proper balance between comb styles.

In conforming to these demands, the Merit Display Card Company gives added proof that its organization is *flexible*, and can be successfully adapted to meet your merchandising requirements, no matter how difficult they are.

What's different about
YOUR Product?

Tell MERIT

We'll tell and sell your customers.
Manufacturers . . . Agencies . . . consult MERIT DIS-
PLAY on Creation, Production and Distribution.
FOR GREATER SALES AT POINT OF SALE.

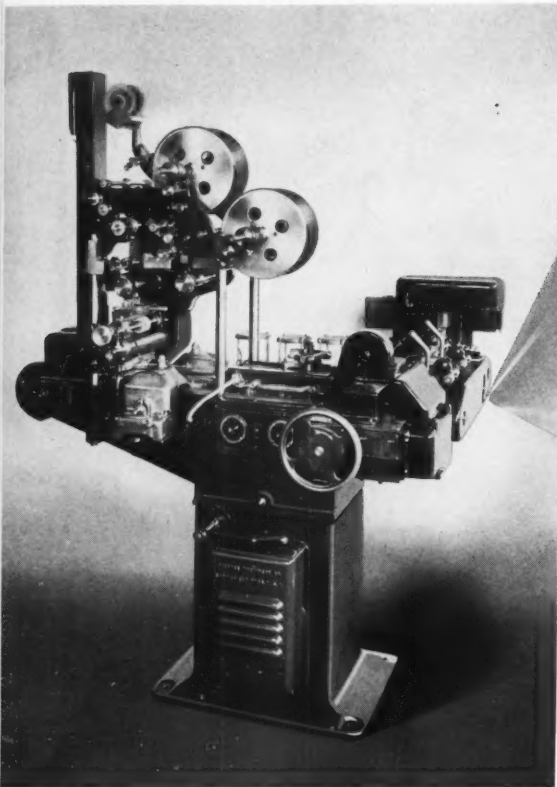
ERIT DISPLAY CARD 36 West 20th St., N. Y.
CO. CHelsea 2-4217-8-9

Complete Production Facilities for
Letterpress, Screening, Die-Cutting,
Mounting, Finishing, Laminating.

PLAY DESIGN MERCHANDISING DISTRIBUTION

FIRST AGAIN!

PACKAGE MACHINERY COMPANY scores another striking advance with the new CMT



NEW
"fumble-proof"
easy-opening device

Wraps 250 or more
packages per minute

Now being used by leading cigarette manufacturers
for large volume production

Once again, Package Machinery Company makes headline news . . . A revolutionary machine for wrapping cigarette packages or other small packages in "Cellophane", *applying an entirely new type of fumble-proof easy-opening tape*. As shown above, the end of the tape, instead of being laid down flat, is turned up so that it protrudes above the top of the package. This provides a most effective finger hold — the easiest method of opening yet devised.

High Speed — Continuous Motion

Extremely high speeds are possible — 250 or more per minute. Yet the machine operates with utmost smoothness. All motions are continuous; there are no reciprocating parts to cause wear or vibration. Long life and trouble-free operation are assured.

Compact Modern Design

Motor and drive are completely enclosed in column-type base — readily accessible through two doors. Thermostats, heater switch, and fuse blocks are enclosed in front part of frame. Controls are enclosed in flush panel on front of machine, eliminating all protruding boxes and wiring. Heating plates are shielded to prevent heat loss — also safer for operator.

Consult our nearest office or write for further information

Every feature for utmost efficiency

Extremely compact — occupies only 4' 4" x 4' 4".

Double "Cellophane" reel for quick re-threading when one reel is exhausted.

Both solvent and heat are used for sealing. Special transfer wheels control amount of solvent used — prevent flooding.

Automatic trip prevents feeding of "Cellophane" when no packages are in position — saves material.

Machine is self-clearing — packages are not scorched when operation is suspended. Folding boxes and sealing units are quickly accessible, as the covers are mounted on hinges.

Overload release prevents jamming.

PACKAGE MACHINERY COMPANY

NEW YORK

CHICAGO

CLEVELAND

• Springfield, Massachusetts

LOS ANGELES

TORONTO

Mexico, D. F.: Agencia Comercial Anahuac, Apartado 2303
Peterborough, England: Baker Perkins, Ltd.

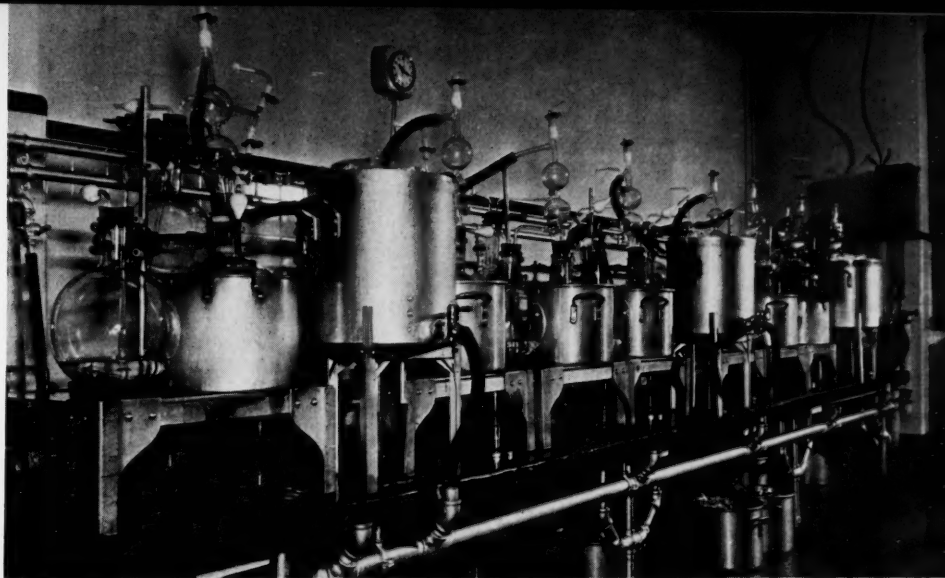
Buenos Aires, Argentina: David H. Orton, Maipu 231
Melbourne, Australia: Baker Perkins Pty., Ltd.

Copyright 1940,
Package Machinery Co.

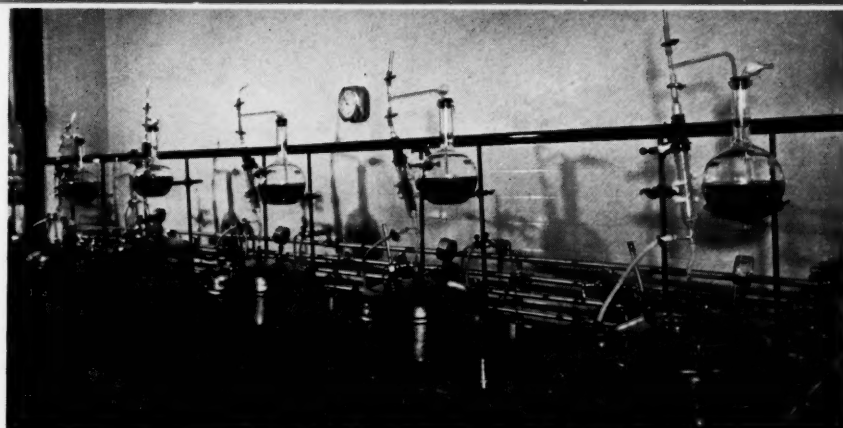
PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

1. Digifoline is highly susceptible to contamination and hence extreme care is taken to preserve its sterility. Here may be seen the sterilized equipment upon which the concentrated solution of Digitoline is mixed with sterilized water and then slowly distilled under high vacuum and low temperature.



Packaging Production and Technique



2. Here may be seen a series of six filling chambers, each with supplementary equipment such as steam and water outlets, filter candles, flasks, etc. Each filling chamber fills 500 ampules simultaneously. The ampules rest on a porcelain plate in inverted position and are filled by the creation of a vacuum.

Achieving ampule sterility

As you march up to the Summit, N. J., plant of Ciba Pharmaceutical Products, Inc., you would not suspect that you were approaching a factory. The park-like grounds, the modern buildings, the glass block walled entrance all combine to give the impression that this is some public institution—most probably a hospital. Inside the plant, the impression is heightened. Hospital-like halls, devoid of any dirt-catching projections, are lined on either side by one bright tiled room after another. Except for differences in equipment, it is impossible to tell the laboratories, the production departments and the packaging departments apart. All three types of operations are conducted under the sternest conditions of sanitation and sterility.

As one of the major "ethical" houses serving the

medical and related professions, these precautions at Ciba's laboratories are, perhaps, typical of this entire industry. The effect of them on the visitor is, however, heightened by the layout of the plant and by the isolation which the separate room arrangement gives to each individual operation.

Among the numerous products manufactured in this plant, one in particular requires unusual precautions to assure sterility in the final packaged form in which the product reaches the physician or hospital. While most liquid Digitalis preparations contain some form of preservative, Digifoline—the Ciba preparation—is deliberately prepared without preserving agents. The ampule solution contains neither alcohol nor glycerin, thus eliminating any irritation produced by these

substances. Lacking these preserving agents, Digifoline is highly susceptible to contamination and hence extreme care is taken to preserve its sterility through every step necessary in the manufacturing and packaging processes.

All equipment necessary to the processing of Digifoline is sterilized the day prior to operations. The equipment is dissembled and put into an autoclave or sterilizing tank where complete sterilization is achieved by steam injected into the tank at 20-lb. pressure.

The concentrated solution of Digifoline is mixed with sterilized water and then distilled under high vacuum and low temperature. Distillation under these conditions secures the removal of alcohol from the solution, the process taking approximately three hours for completion. At the end of this time, the solution goes into storage for a 24-hour period and is then ready for filling into ampules. Sterility is maintained during this waiting period by storing the solution in sealed flasks under refrigeration at 5 deg. C.

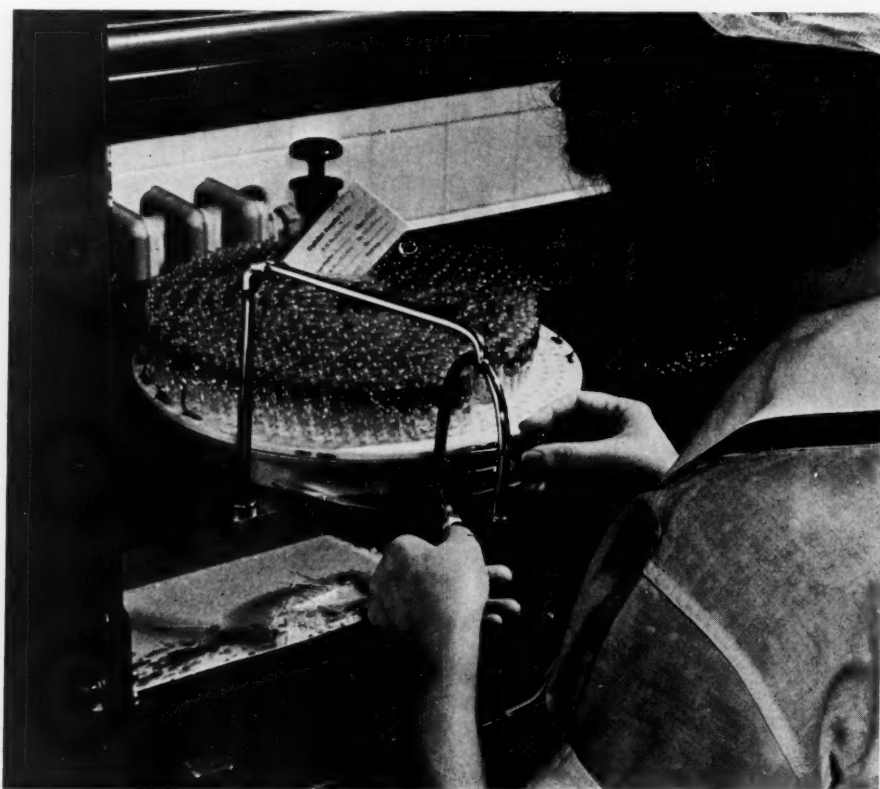
Special ampules are utilized for the unusual ampule filling process followed by the Ciba plant. The stem of each ampule is reduced to the diameter of a capillary tube as required by the conditions of the filling process. Ampules are therefore washed with vacuum apparatus and sterilized with dry heat. The sterilized ampules, during both the washing and the filling processes, are set in a perforated porcelain plate holding 500 individual ampules. This plate serves a number of purposes. It facilitates the transportation and storage of the ampules

from step to step in the process. It holds the ampules in the proper position for both the washing and filling operations, the capillary tube pointing downward. Finally, because of its porcelain construction, it can be subjected to the various heats utilized at stages of the sterilizing and filling processes.

Special filling equipment is used, consisting of a series of six filling chambers, each with supplementary equipment such as steam and water outlets, filter candles, flasks, etc. The ampules—500 resting on a perforated porcelain plate—are inserted into the filling chambers by rubber gloved, white robed attendants. Then they are sterilized once again, together with the chamber itself, by a steam process. Since the chamber is sealed tightly, a complete sterility exists inside the chamber at the end of this operation.

The solution of Digifoline is then drawn from the flask, in which it has been stored, through a Chamberlain filter candle to a dish under the inverted ampules. After a specified amount of the solution has thus been drawn into the filling chamber, a vacuum is created, equalization of pressure being effected by admission of air through a sterilized air filter, causing the ampules to be filled simultaneously. An excess amount of the solution is used through each filling cycle to assure uniform fill of the ampules. Each ampule, after the filling operation, contains 2.3 cc. of the Digifoline solution. The process of filling the 500 ampules in their porcelain carrier takes approximately one hour. While this may seem long, it is worth remembering that

3. Filled ampules are moved in their porcelain plates to a sealing table. Here an operator, using dual Bunsen burners with needle-point flames, seals off the ends of the capillary tube.

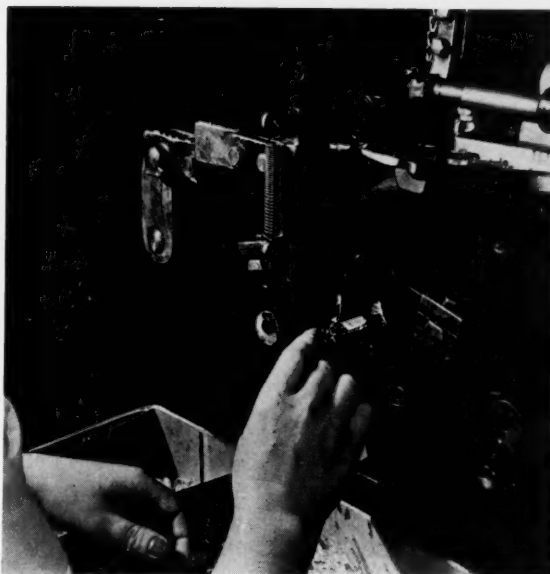


ampules are filled in batches of 500 and with six filling chambers running, some 3000 ampules can be filled per hour.

Immediately after withdrawal from the filling chambers, filled ampules are moved in their porcelain plates to a sealing table where skilled operators, using dual Bunsen burners with needlepoint flames, seal off the ends of the capillary tube and thus complete the ampuling operations.

The sealed ampules are then inverted in porcelain plates, placed in a vacuum chamber to determine the imperfectly sealed ampules which are rejected. At this point, representative samples are taken from a number of plates for laboratory control, both bacteriological and pharmacological, of the finished product. The ampules are then stored for a period of two months and after approval by the control laboratory, they are inspected before a light. After this inspection, the ampules are ready for the labeling operation.

Ciba ampules are identified by paper labels applied on either of three types of labeling machines. The rate of application is approximately 40 per minute. Labeled ampules are turned over to hand operators who set them into three-piece set-up boxes, so constructed that both front and back panels drop away disclosing a pocketed base receptacle. Corrugated strips are cemented into the upper portions of both the front and back box walls to provide cushioning protection for the ampules. Cotton wadding is also utilized to protect the ampules in transit. The wadding (*Continued on page 112*)



4. Ciba ampules are identified by a paper label. The rate of application is approximately 40 per minute. 5. Labeled ampules are turned over to hand operators who set them into three-piece set-up boxes. Note the corrugated strips cemented into the upper portions of both the front and back box walls and the use of cotton wadding to protect the ampules in transit.





Above: Present conditions at the Red Dot Foods plant contrast sharply with those formerly existing. Right: Note how cumbersome packing tables have been eliminated, floor area requirements reduced and number of operators required for a given production volume almost halved.



Machines double daily output

Combination of machine and hand operations results in substantial savings over former methods

At the Madison, Wis., plant of Red Dot Foods, Inc., numerous female operators formerly devoted themselves to the tedious task of measuring, weighing and filling potato chips into bags. Breakage and crumbling of the chips was substantial and production was both slow and expensive.

Some months ago, the company revised its packaging procedure, installing automatic machinery to weigh and fill the chips into bags and to discharge these to conveyors for delivery to packing operators.

Four units, now in daily use, are reported to be producing some 36,000 packages daily. A single operator or attendant is required by each weighing machine with two additional operators receiving the bags at the discharge conveyor and closing them. A fourth operator, packing the bags into shipping cases, completes the crew of each machine. Thus for the four machines, a total of 16 operators is required. This

contrasts with the 35 girls formerly required to handle the work of this department of the company.

The machine is specially designed to handle a product as delicate as potato chips. A waist-high hopper permits easy loading. Rising on a sharp incline from the hopper, the chips are carried on a canvas belt, dropping on an incline into the dribble-weighing mechanism. A duo-intensity vibratory principle is employed. Under "heavy" vibration the package is rapidly filled just short of full weight. Then under reduced vibration, the last few ounces are virtually "counted out" to bring the packages up to exact weight.

A power-driven conveyor carries the bags to the filling point and then proceeds with the filled bags to the discharge point at the packing table. An almost complete elimination of breakage of the chips is reported.

Credit: Machines designed and manufactured by Triangle Package Machinery Co.

PNEUMATIC CARTON LINERS

**GUARD
FLAVOR**

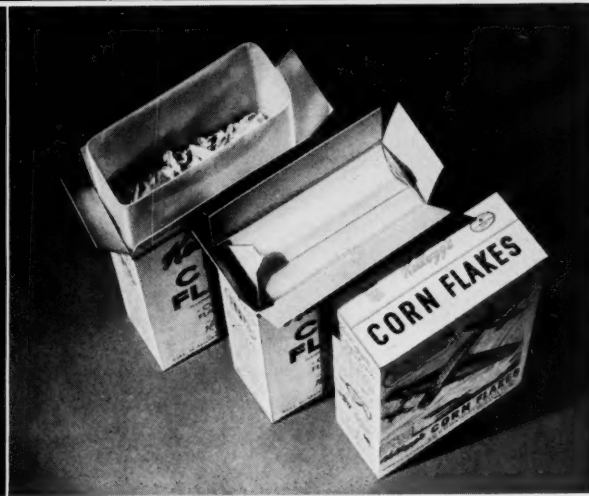
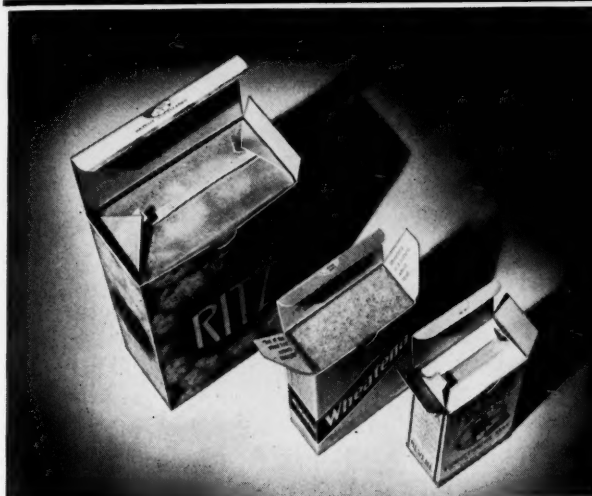
By adding a tightly closed inner wall of protective paper which keeps odors out and locks flavor in.

**STOP
SIFTING**

By providing a securely closed package within a package so that even fine powders won't leak at carton corners.

**CUT
COSTS**

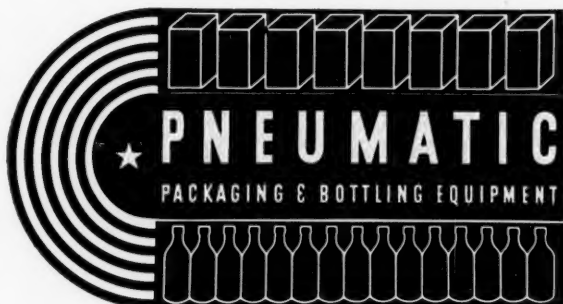
By making liners from roll stock and thus entirely eliminating the ready-made bag maker's profit.



And in addition Mrs. Consumer *wants* your food product packed in a lined carton! Why? Because she has been taught to expect it, by America's packaging leaders who have used inner lined packages for so many years.

Wheaties, Tender Leaf Tea, Shredded Ralston, Bisquick, My-T-Fine Desserts, Sunsweet Prunes are just a few of the famous brands now being sold in Pneumatic lined cartons.

The convenient, re-closing lining top fold illustrated above (heat sealed if desired) helps preserve your product's freshness even after the package has been opened. That's another reason why more and more consumers are buying staple foods in lined packages. Ask Pneumatic for details on lined cartons for your products!



PNEUMATIC SCALE CORPORATION, LTD.
71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices:
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES

CELLOPHANE BAG MAKING UNIT

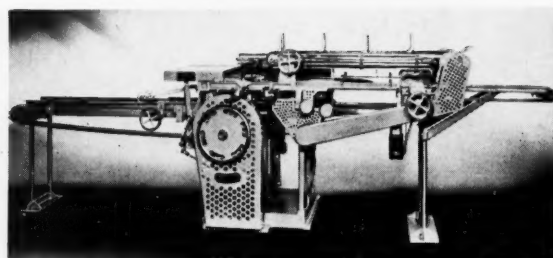
Wrap-Ade Machine Co., Inc., has announced the development of a new semi-automatic tube and bag making machine. Both flat and gusset bags can be produced, using either plain cellophane or any heat sealing material. The change from one size or style to another can be made, it is claimed, in five minutes or less. The machine takes the material from the roll, applies adhesive along the seam and forms a continuous



tube. This is done automatically when the operator grips the end of the continuous tube with the gripper jaws and draws the tube out of the formers. The gripper jaws are thermostatically heated and crimp-seal the end of the tube, automatically forming the bag or envelope as the operator is drawing the tube to the desired length. A push pedal operates a self-sharpening rotary knife which cuts off tube or bag to desired length. If tubes are desired or if plain cellophane is used, no heat is used on the gripper jaws. A bottom sealing device is furnished where plain cellophane bags or envelopes of similar material are desired.

PLIOFILM WRAPPING MACHINES

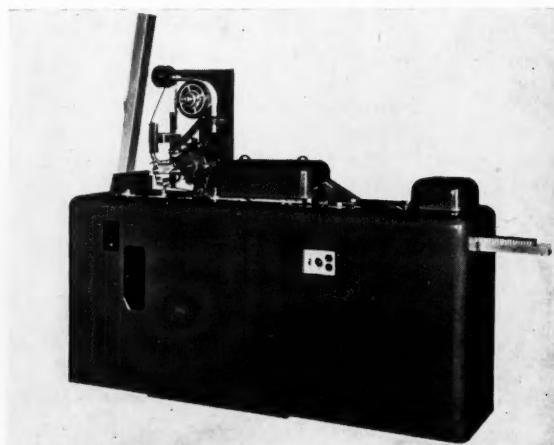
The Package Machinery Co. has announced that it is now ready to supply machines for wrapping packages in Pliofilm, the transparent material developed by the Goodyear Tire & Rubber Co. Because of its special nature, Pliofilm requires treatment different from that used in the application of any other of the transparent wrapping materials. Precise temperature control and special folding mechanisms are necessary. The application of heat causes the material to be welded to itself instead of just sealed, as is the case with other



transparent wrappers. Because of the tight seal, an easy-opening tape is necessary to facilitate opening of the packages. This tape, it is reported, can be applied automatically by the wrapping machine. In spite of the special manner in which Pliofilm must be handled, the standard FA types of wrapping machines, with modifications, are being used. Speeds up to approximately 100 packages per minute are possible, it is reported, depending, of course, upon the nature and size of the package to be wrapped.

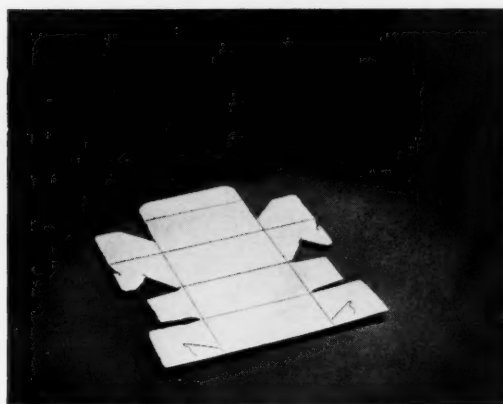
CELLOPHANE WRAPPER

A new type of cellophane wrapping machine—known as type 96—has been announced by the F. B. Redington Co. An outstanding feature of the unit is the incorporation of a zip tape or tear strip mechanism as an integral part of the machine's construction. The unit was designed with the idea of producing a low-priced cellophane wrapping machine capable of high speeds for wrapping small and medium size products, particularly cigarette packages. The wrapper utilizes the continuous wrapping plan, offering the ultimate in speed of operation.

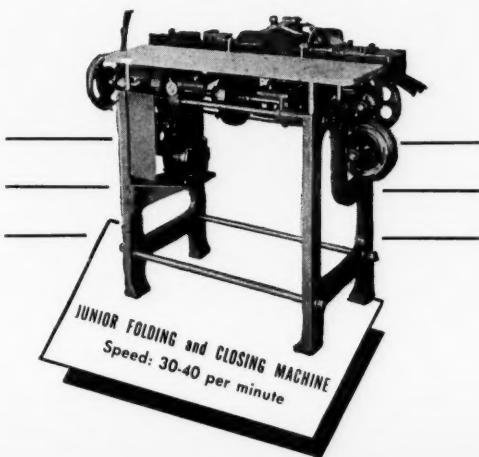
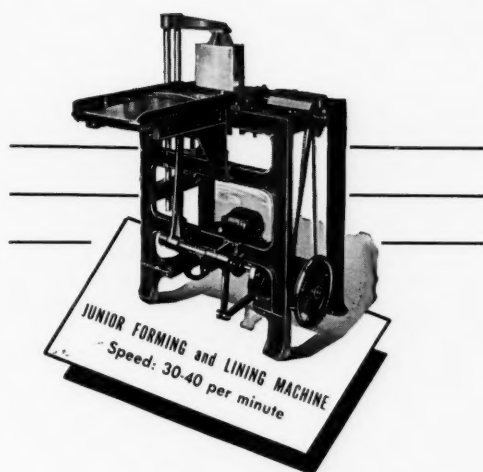


ARE YOU USING CARTONS . . .

LIKE THIS? ➡



"Peters Style" die cut carton



IF SO, you may have several sizes and are wondering how you can reduce your packaging cost.

For a production of 30-40 cartons per minute, you will find the PETERS JUNIOR CARTON FORMING AND LINING MACHINE and the PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE, illustrated on the left, most economical. Only one operator is required for the first mentioned machine and no operator for the latter.

By coordinating these machines with the filling unit or packing table by conveyors, your carton packaging cost can be reduced to a minimum.

If a production up to 60 cartons per minute is required, SENIOR Machines are available.

Send us samples of your cartons and ask us to recommend machines to meet your requirements. No obligation.

PETERS MACHINERY CO.

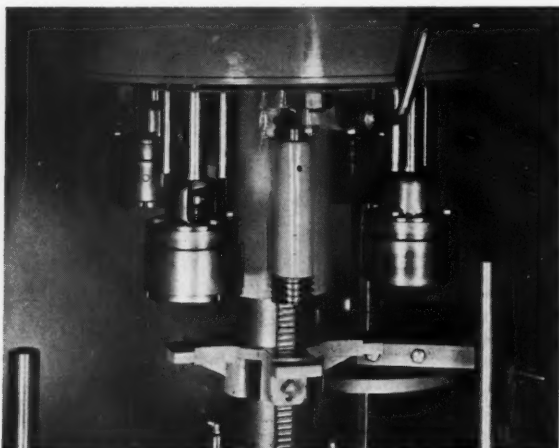
4700 Ravenswood Avenue, Chicago, Illinois

Canadian Representative: DELAMERE & WILLIAMS, LTD., W. TORONTO, CANADA

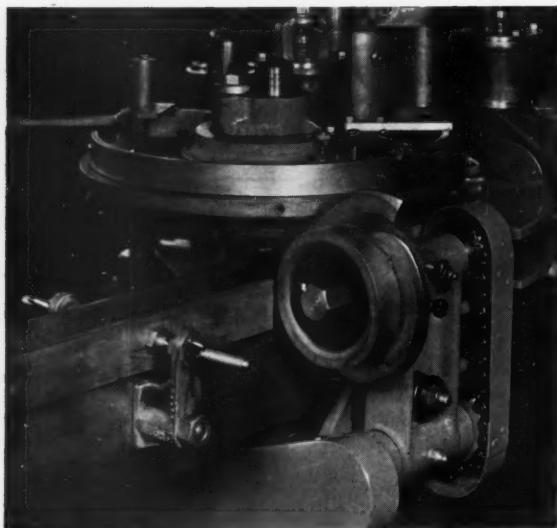
British Representative: Bramig & Co., Ltd., London, England

IMPROVED CAPPERS

Two new capper models—B-3-F and B-4-F—have been added to the capping equipment line of the Consolidated Packaging Machinery Corp. Model B-3-F incorporates a Helicoid worm feed intake which was designed in order to eliminate the tendency toward splashing when bottles are brought directly into the star wheel type of



Quick raising and lowering device of capper head, incorporated in Model B-4-F.



Helicoid worm feed intake incorporated in Model B-3-F as well as in Model B-4-F.

intake. This provision, it is claimed, has made possible greatly increased speeds. The Model B-4-F has the same capacity rating as B-3-F, but incorporates a quick elevation arrangement for the capping head to simplify changeover where a wide range of sizes is involved. This machine is said to be particularly adaptable for plastic closures because of the accurate registration possible through elimination of chuck spindle extensions ordinarily required. Both machines are guaranteed to operate at a speed of 125 per minute and are reported to be capable of considerably higher speeds.



PLIOFILM WRAPPING MACHINE

Stokes & Smith Co. are marketing a machine—known as the Stretchrap—for wrapping packages or articles of various shapes in a sheet of Pliofilm. The sheet is stretched tightly and smoothly and sealed at the same time, giving protection from dust, air, moisture and handling. The Pliofilm is fed from the roll through a series of feeding bars and into the carriage of the machine, the carriage holding the frame for the desired width of film. When the machine is tripped, the carriage travels back until the sheet of Pliofilm is completely in the frame. The clamping mechanism then clamps down, holding the Pliofilm tightly, and the carriage moves forward bringing the Pliofilm with it. The heating platen, with the electric heating unit thermostatically controlled, is then automatically lowered on to the Pliofilm sheet for the correct length of time. The platen then rises and the operator takes the article to be wrapped, thrusts it into the center of the Pliofilm sheet, draws it through the bottom and twists it at the same time. When the treadle is depressed again, the knife mechanism cuts the Pliofilm, releasing the sheet and the entire cycle is then repeated.

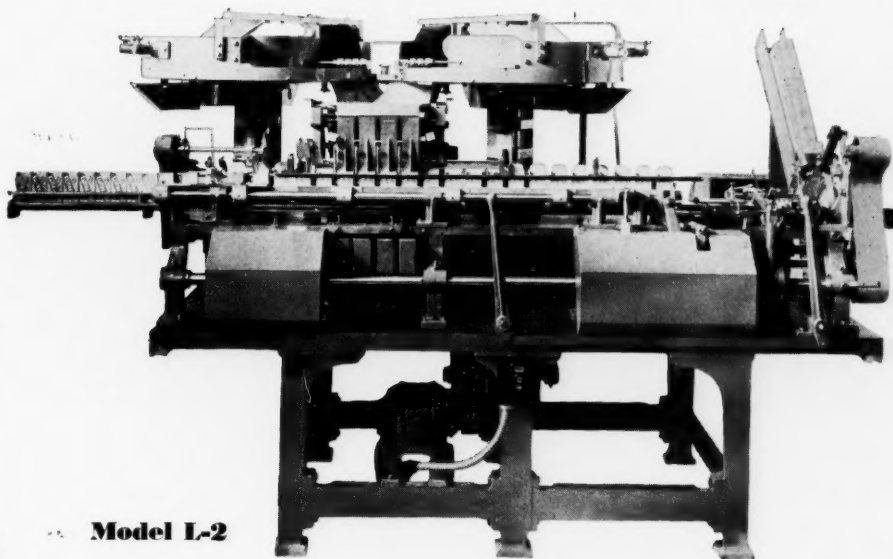
The machine can be used for various sizes of articles. For moderate changes in size and shape of the articles, no change is said to be necessary. For greater changes in size, different holding forms can be supplied to accommodate various widths of Pliofilm. The unit requires one operator and has a capacity of approximately 10 or more per minute.

COLORFUL CORRUGATED BOARD

Sherman Paper Products Corp. has announced the development of a new corrugated board, known as Art-Pak. This new material is available in any combination of 18 bright colors, gold and silver metallic or white to harmonize with a wide range of products. One of the uses to which Art-Pak may be put is as a protective liner in containers holding pharmaceutical and cosmetic products.

CANDY MANUFACTURERS!

*Investigate our Double Hopper Cartoner
for packaging your mixed candies*



Model L-2

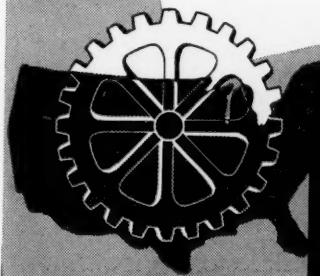
Double Hopper Cartoning, Filling and Closing Machine

This machine produces a package containing a mixture of different candies.

The carton is fed from the inclined magazine at extreme right; the bottom is tucked and the carton conveyed to filling station. The double feed hoppers consist of revolving discs with holes to correspond to the number of candies required, and by a process of multiple guide chutes the different candies are delivered to a conveyor, from which they flow into chutes that discharge the proper mixture into the package. Agitators are used to assist the flow when necessary. The filled package is then passed through a tucking device for closing the top. Provision is made for a lining unit if desired.

SPECIFICATIONS

Running Speed	60 per min. ($\frac{3}{4}$ h.p.)
Length of machine	8 ft.
Width of machine	3 ft.
Weight of machine	3800 lbs.
Attendants	One



U. S. AUTOMATIC Box Machinery Co. Inc.

Owning and Operating

NATIONAL PACKAGING MACHINERY CO. • CARTONING MACHINERY CORP.

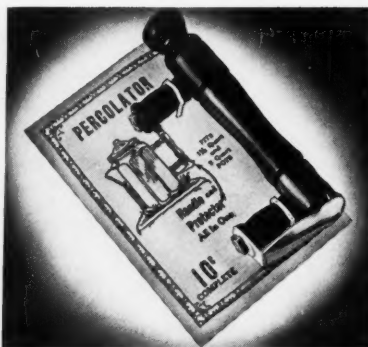
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Welded almost invisibly to eye-catching display card with a ring of steel



Swift, secure fastening even in most inaccessible spots

SALES APPEAL
PROTECTION
ECONOMY



SALES APPEAL
PROTECTION
ECONOMY



**3 STEPS
AHEAD IN
PRODUCT
DISPLAY**



Thick and hard-to-handle objects attached by high speed machines at low cost

SALES APPEAL
PROTECTION
ECONOMY



Fasten your product *with wire* to an eye-catching selling card! Guard it from pilferage during open display! Save time and money in assembling or attaching it! . . . With Bostitching, the bond of steel between the product and the card brings you sales, safety and economy.

Thousands of makers of the most varied products (formerly fastened with thread, elastic, tacks, tape, glue, etc.) have switched to Bostitch to get all three.

Why don't you, too, investigate the greater security, economy and sales appeal that Bostitch offers you in carding, bagging and fastening?

782 easy-to-operate models allow you to select the right machine . . . to start with a small investment and to expand production capacity as your requirements grow, progressing economically through means of liberal trade-in, budget and rental policies. 18 Research Engineers and over 300 representatives specializing exclusively on fastening problems will help you adapt these Bostitch machines and methods to your needs. Send samples to be fastened or write for free folder, "Bostitch Fastens It Better with Wire."

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Please send me free folder "Bostitch Fastens It Better with Wire."

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Type of Product to be Fastened.....
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Gives you all three

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STANDARDIZED MATERIALS INDEX

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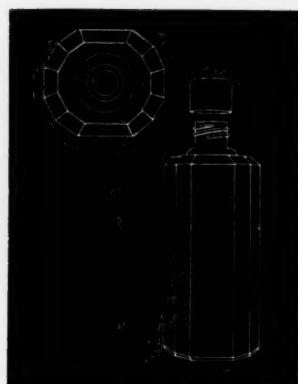
Name

Address



G.623

½ oz. nail polish bottle with molded plastic closure, 425-15 mm. finish.



G.620

Bottle with molded plastic closure. Available in seven sizes. 1 oz. (415-15 mm.), 2 oz. (410-18 mm.), 3 oz. (410-18 mm.), 4 oz. (410-20 mm.), 6 oz. (410-22 mm.), 8 oz. (410-22 mm.) and 16 oz. (410-22 mm.). Also available in squat shape in three sizes. ½ oz. (425-13 mm.), 1 oz. (425-13 mm.) and 2 oz. (410-20 mm.).



G.624

13 oz. bath salts bottle with plastic or metal closure, 400-40 mm. finish.



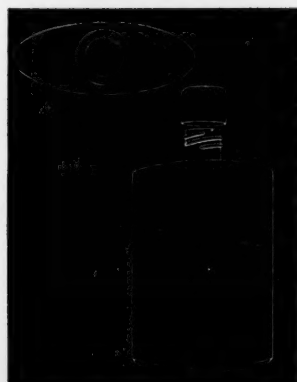
G.621

Rectangular bottle available in four sizes. 4 oz. (415-20 mm.), 6 oz. (415-20 mm.), 8 oz. (415-20 mm.) and 16 oz. (415-22 mm.).



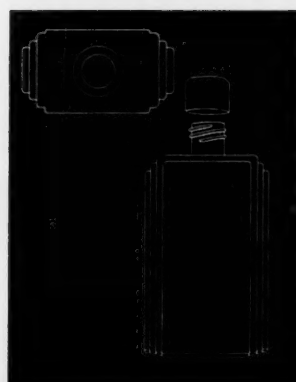
G.625

1 oz. polish remover bottle. 425-15 mm. finish. Note design is similar to G.623.



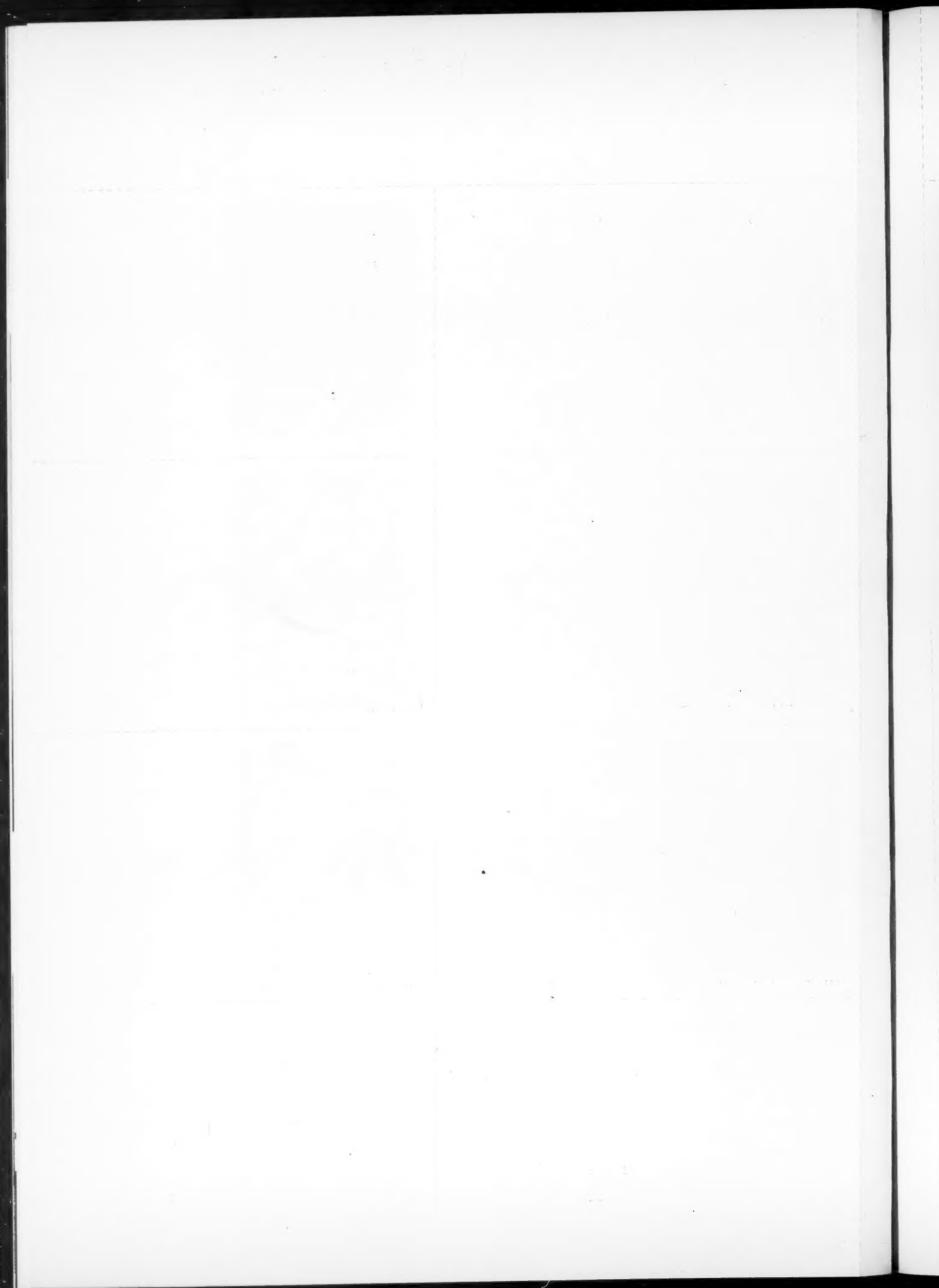
G.622

Oval bottle available in twelve sizes. 1 dr. (425-8 mm.), 1 dr. (425-10 mm.), 2 dr. (425-10 mm.), 4 dr. (425-13 mm.), 1 oz. (425-15 mm.), 1½ oz. (410-18 mm.), 2 oz. (410-18 mm.), 3 oz. (410-18 mm.), 4 oz. (410-20 mm.), 6 oz. (410-22 mm.), 8 oz. (410-22 mm.) and 16 oz. (410-24 mm.).

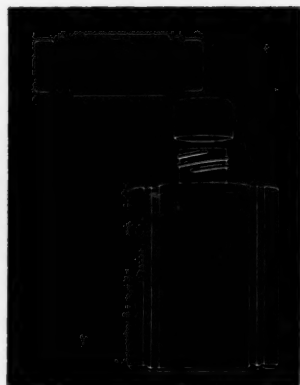


G.626

Square bottle with step-back side walls. Available in two sizes. 3 oz. (410-20 mm.) and 4 oz. (410-20 mm.).

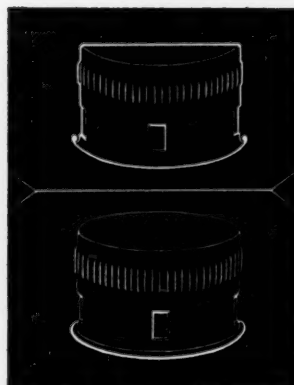


STANDARDIZED MATERIALS INDEX



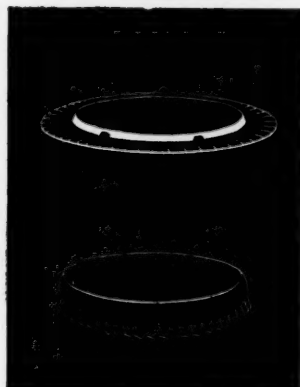
G.627

Perfume bottle with vertical flutings on front and rear panels. Available in 5 dr. size, 425-15 mm. finish.



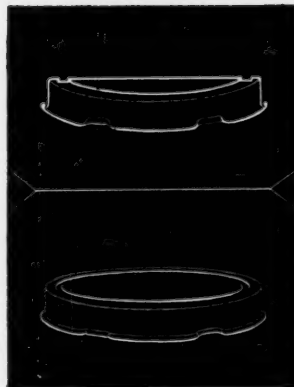
C.151

Snap-on type, shallow catsup cap for use as recover for catsup bottle having a crown as primary seal. Snap locks provide sufficient lock engagement to remain in place during handling, but make for ease of removal by ultimate consumer. G.C.A.-Short finish No. 285.



C.152

Disk type milk bottle crown supplied flat in tubes of 500 as shown in upper illustration and formed to specially designed bottle on capping unit. Initial removal of cap is by special opener. Subsequent opening by hand. Cap reseals by hand pressure. Available in 45 mm. and 47 mm. sizes. For sterilized drinks available in cork ring in 43 mm. size. One or multiple color designs can be had on metallic-finish disks.



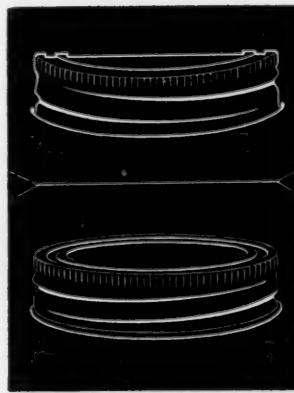
C.153

Vacuum pry-off cap for hermetic sealing of hot packed products. A snap-on type of cap with locking engagement to vacuum pry-off finish glass. Can be pried off and used as a reseal. Available in eight sizes from 38 mm. to 70 mm. High speed capping machines available. G.C.A.-V.P.O. finish Nos. 3900-2.



C.154

Deep screw type catsup cover cap. For use as reseal for catsup bottle having a crown as primary seal. G.C.S. finish either No. 225 or No. 200, dependent upon type of crowning equipment.



C.155

Continuous thread cap with deep hook-shaped thread pointed lead in thread to facilitate application. Lined with paper liners or cut rubber rings vulcanized into cap. Available with paper liners in standard sizes from 18 mm. to 120 mm. and in cut rubber rings from 27 mm. to 70 mm. G.C.A. finish Nos. 400 and 450.

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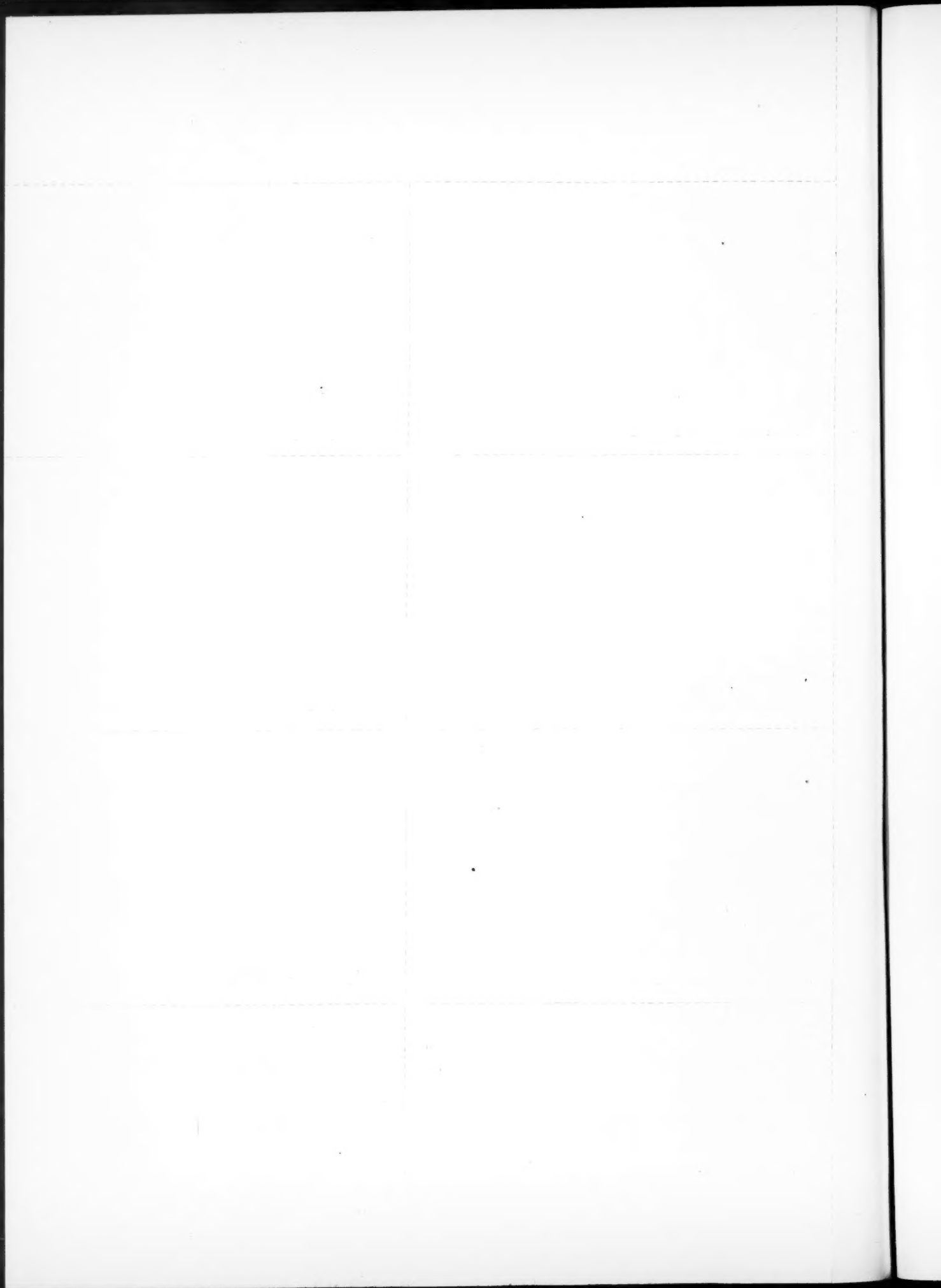
Please send me information as to sources of supply of items Nos.

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CLEAR SAILING for LABELING

BUT: Make sure the equipment you get steers clear of reefs and squalls!

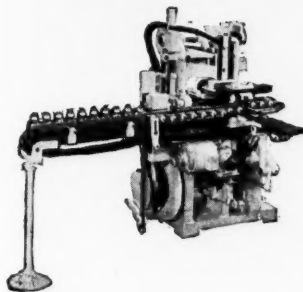
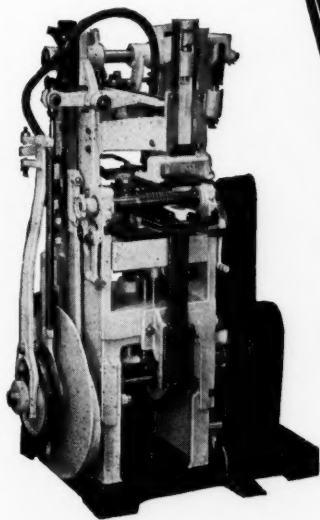
SNAG-PROOF DESIGN
Air-jet "separator" means only ONE label at a time; NO LABEL-NO-GLUE feature prevents interruption to production flow, and messiness.

PERFECT REGISTER!
Every label precisely where you want it, all edges glued down, blister-free, on curved, flat or recessed surfaces!

ALL-OVER OR STENCIL GLUING
Firm adhesion assured, and patterned gluing permits full use of perforated labels without messiness of oozing glue. No bottle-wiping is required!

PETTY-CASH CHANGE-PARTS
One unit easily handles many bottle or label sizes; inexpensive change-parts and swift change-over assured!

2-LABEL ACTION!
Two labels applied at once is being done on many units now operating; on same, or opposite sides of package.



Herewith we "flag" the message which eliminates labeling grief... Five pennants which spell "satisfaction in labeling" for the manufacturers who wisely look over ALL the mechanical operation of the available units, and look for features that have been "planned in advance" to avoid waste, lost time and unnecessary operating costs. If you judge them by the nationwide acceptance of hundreds of critical manufacturing executives, you'll bank on the featured advantages of the

Labelrite
**PONY OR
FULLY AUTOMATIC**

In the items shown below, paper and foil labels of varying shapes, blister-free, and all edges adhered, are precision registered by the Labelrite Method!

• write for catalog giving valuable pointers on performance and savings you need—and want!

**NEW JERSEY MACHINE
CORPORATION**

1600 Willow Avenue

Hoboken, N. J.

CHICAGO OFFICE, 549 WEST WASHINGTON BLVD.

• Sales and Service Representatives in 12 Industrial Centres •



STRAIGHT-EDGE BEADING MACHINE

A machine—known as the R-60 Edger—for beading the edges of transparent cellulose acetate sheet, 5 to 20 points in thickness, has been announced by The Taber Instrument Co. This machine molds an accurate circular bead either $\frac{1}{16}$ -in. or $\frac{1}{8}$ -in. diameter by means of a power-driven, electrically heated draw die moving parallel to the edge. To perform the beading operation, the material is placed against the back gauge where it is held in place by a foot-operated clamp bar and the draw die automatically begins to roll the edge.

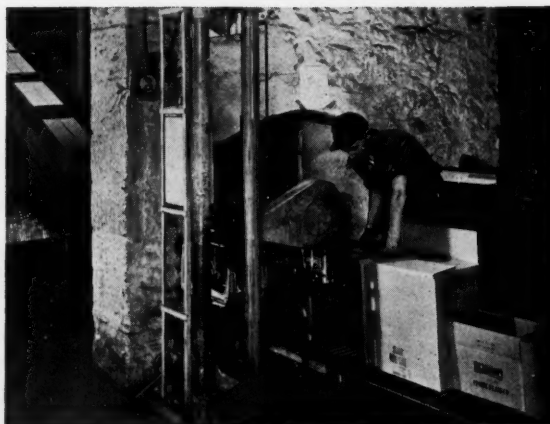


When finished, the sheet is removed and the die is automatically reset, ready for making the next bead. Although the R-60 Edger applies the bead to flat sheets only, these may be bent into cylindrical shape for canisters, etc., ranging in diameter from 2 in. up for the $\frac{1}{16}$ -in. bead and 5 in. and larger for the $\frac{1}{8}$ -in. bead. One end of the bead may be opened with a pointed tool and the other tucked inside to make a securely cemented joint.

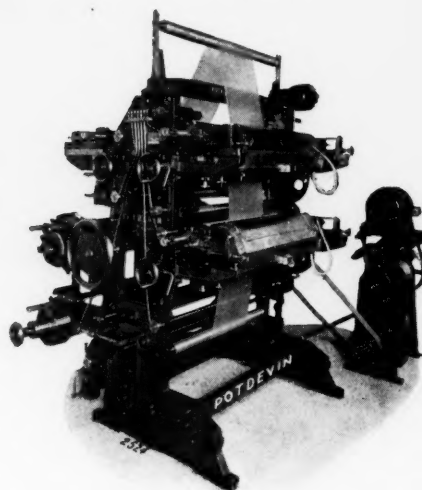
The R-60 Edger is made in two sizes for 30-in. and 50-in. maximum sheet length. The production rate is about three full 50-in. strokes per minute or a corresponding increase in the number of shorter strokes. Small pieces can be positioned under the clamp and beaded at one time. Speed adjustment is provided to take care of the different gauges of material and variations in molding properties.

SHIPPING CARTON STAPLER

A new carton stapling machine that can be placed in the production line and which seals corrugated fibre cartons, top and bottom, simultaneously at the rate of 10 per minute, recently has been placed on the market by the International Staple & Machine Co. An outstanding feature of this machine is claimed to be that it can staple filled cartons from the outside without using a tongue anvil or horn. The unit staples the top and bottom of cartons at the same time by driving and clinching two staples in the top and two staples in the bottom with one quick operation of the machine. The



upper head of the machine is counter-balanced so that it is quickly adjustable to handle any size carton, either high or low. Each power unit is operated by its own individual motor. Solenoid operated clutches are said to insure simultaneous action of all units. The machine illustrated seals only the tops of cartons.



CELLOPHANE ANILINE PRESS

For printing cellophanes with spirit inks, the Potdevin Machine Co. has perfected a special design of multi-color aniline web press. Among its features are constant web control, special low-friction guide rollers, variable drying time for overprinting and simplification and improvement of adjustments. The press is multi-length, has running color register adjustments, heavy double channel frames and centralized lubrication. It is especially designed and built for printing cellophane. However, it can be modified to handle paper, glassine, foil and board. Among the attachments of this press are a unit for rotogravure printing or for over-lacquering the printed web and units for slitting and double shaft rewinding. One special virtue claimed for the 4-color aniline web press is accuracy of register.

STRETCHRAP

The Universal Wrapping Machine



FOR wrapping objects or articles of various shapes, using a sheet of PLIOFILM (Goodyear's exclusive new synthetic, moisture-proof, clear crystal sheet), stretched tightly and smoothly and sealed at the same time, giving protection from dust, air, moisture and handling.

When heated to proper temperature PLIOFILM may be stretched and extended to several times its original area, thereby effecting quite a saving in material costs.

The machine can be used for various sizes of articles, for moderate changes in size and shape of the articles no change is necessary. For greater changes in size different holding forms can be supplied to accommodate various widths of PLIOFILM.

The machine requires one operator and has a capacity of approximately 10 or more per minute. A few of the wide variety of products which may be wrapped by this method are shown above. Send us samples of your products or packages — we will "Stretchrap" them and return them with complete information.



STOKES & SMITH CO.

PACKAGING MACHINERY

PAPER BOX MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

Plants and Personalities

THE HYGIENIC TUBE & CONTAINER CORP. announces that ground has been broken for a new \$750,000 addition to its present plant facilities in Newark, N. J. The new plant will be ready for production about October 1, 1940. The company's display room and offices are located at 626 Fifth Avenue, New York, N. Y. Officers are: Herman B. Lermer, president and treasurer; Irving S. Lermer, vice president; Horace R. B. Allen, vice president and Julius Silver, secretary and general counsel.

THE PACKAGING MACHINERY DIVISION of the Packaging Institute, Inc., New York, N. Y., gave a testimonial dinner to Herbert H. Leonard in recognition of his services as president of the Packaging Machinery Manufacturers Institute for a period of six years. The members presented Mr. Leonard with a bronze desk set, the presentation speech being made by Roger L. Putnam, president of the Package Machinery Co. Tribute to the leadership of Mr. Leonard was also given in talks by Morehead Patterson, American Machine and Foundry Co.; Carl H. Lambelet, president of the machinery division of the Packaging Institute and president of the New Jersey Machine Corp., and Wallace D. Kimball, vice president of the Standard-Knapp Corp.

THE SIXTH ANNUAL Babson Institute national exhibit of window, store and counter displays was held recently in the Lyon Building on the Institute campus, Wellesley Hills, Mass. Outstanding displays, selected by a board of judges, include: Window displays—the Coty L'Aimant display, produced for Coty, Inc., by Einson-Freeman Co., Inc. Floor displays—Pond's beauty aids floor stand, produced for Lamont Corliss & Co. by Oberly & Newell Lithograph Corp. Counter displays—Sheaffer Christmas display, produced for W. A. Sheaffer Pen Co. by the Forbes Lithograph Mfg. Co. Some 100 displays, submitted by leading lithographers, were included in the exhibit.

CONSOLIDATED PACKAGING MACHINERY Corp., Buffalo, N. Y., has engaged the services of Joseph Federico as a consultant in the design of their machinery.

CHAMPLAIN CORP., Garfield, N. J., is the new name of the company formerly known as the Cham-bon Corp.

JEROME H. KLEIN, formerly assistant sales manager of United Paperboard Co., Inc., has joined the sales staff of The Butterfield-Barry Co., New York, N. Y.

S. L. KING, divisional sales manager, Monsanto Chemical Co., Plastics Division, Springfield, Mass., has announced the addition of two new sales representatives to the Vuepak sales staff. R. C. Evans, formerly with Milprint, Inc., is now Vuepak representative for the middle west area, operating from the Monsanto Chemical Company's branch sales office in the Tribune Tower, Chicago, Ill. W. C. Davis, formerly attached to the sales development staff at the Plastics Division plant at Springfield, Mass., has been added to the Vuepak sales organization in New York City, with offices at 30 Rockefeller Plaza. R. R. Williams, New York Vuepak representative, will assume expanded duties, including sales development work covering New York metropolitan area, Pennsylvania and the southern Atlantic seaboard.

LAMINOID, formerly a division of Shoup-Owens, Inc., has been formed into an independent organization, known as Laminoid, Inc., with offices in Hoboken, N. J. Clarence M. Owens is president and director. Other officers are as follows: Harry J. Frey, vice president, general manager and director; Willard F. Hopkins, secretary, treasurer and director; Richard D. Lunn, director; John B. Milliken, director. The company will specialize in the field of lamination.

R. L. SNIDEMAN, president and general manager of American Coating Mills, Inc., Elkhart, Ind., has announced the appointment of Ben M. Thomas as works manager, in charge of all production of the company's paperboard mill, folding carton plant and corrugated box plant. Mr. Thomas will be assisted by Messrs. Brown, Scheide and Hoffman, who have been superintendents of the respective plants for some time.

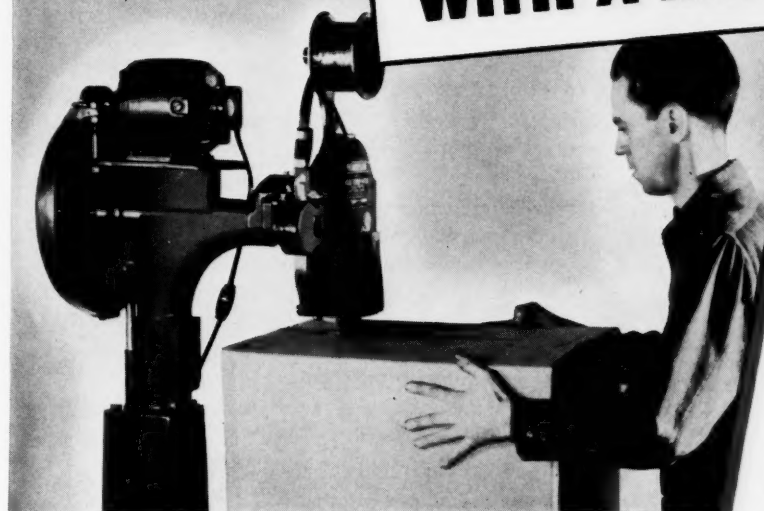
THE CLEVELAND SALES OFFICES of Anchor Hocking Glass Corp. and Anchor Cap & Closure Corp. have been consolidated in new quarters in the Cooke Bldg., 4614 Prospect Avenue. The container and closure divisions will be represented by C. S. Horner. The tableware division will continue to be represented by H. P. Bow.

ADVERTISING METAL DISPLAY CO., New York, N. Y., has announced the appointment of Herb Gosnell as the company's representative in western and upper New York State, with headquarters at 1165 Bay Street, Rochester, N. Y.

H. A. PORTER, vice president in charge of sales at Harris-Seybold-Potter Co., recently celebrated his 34th anniversary of continuous and uninterrupted service.

wire stitch it

WITH A MORRISON



The Time-Tested
and Time-Saving
Carton Sealer for
Box Maker and
Box User. Find Out
How This Stitch-
er Can Do Your
Work Quicker,
Better, Cheaper.

For side seaming, for bottom sealing and for top sealing, leading box makers and box users alike prefer Morrisons. Well-known as the pioneer and leader for more than 40 years, Morrison has studied and helped to solve the container problems of hundreds of companies.

Here are some of the reasons why customers have bought and continue to buy Morrison machines:

1. Trouble-free performance—In thousands of plants, Morrisons are operating steadily, month in, month out, after many years, with a minimum of time lost for maintenance and repairs.

2. Low maintenance expense—Formers, drivers, supporting shoes and other parts that wear, are purposely made simple in design. They are quickly accessible in all models.

3. Rugged construction for long life—

Many Morrison machines are still in use after more than twenty-five years.

4. Easy to operate—Operators like to use Morrison machines. Many refinements of design make for easier adjustments, greater convenience and simplicity of operation.

5. Unexcelled service—Morrison wire stitchers are sold and serviced by Seybold. Through our sales agents and from the factory, there are available both sales engineers and skilled mechanics who can always give you, quickly, expert advice and help on stitching problems. Write us for information and addresses of local sales and service points.

SEYBOLD DIVISION, Harris-Seybold-Potter Co.
827 WASHINGTON STREET • DAYTON, OHIO

*Model illustrated is
32 KG Bottom Sealer.
Other models include
Side Seamers, Top Seal-
ers, Straight Arm and
Combination Units.*



MORRISON

WIRE STITCHING MACHINES

THE ARABOL MANUFACTURING CO., New York, N. Y., has announced the promotion of LeRoy Eickstedt to the post of service manager of the eastern division. Spencer Tilden, recently connected with the company's Chicago branch, has now taken charge of the Pacific Coast division, with headquarters at 30 Sterling St., San Francisco, Calif. Sales offices are located at 1203 Western Ave., Seattle, Wash., and 1108 South Hope St., Los Angeles, Calif.

LOUIS D. HALSELL has been appointed manager of the Denver, Colorado, office of the Anchor Hocking Glass Corp., with offices at 1525 Wynkoop St.

THE LITHOGRAPHERS' 1940 CONVENTION, sponsored by the Lithographers National Assn., New York, N. Y., will take place June 4 to 7 inclusive at Del Monte, Calif.

THE FORBES LITHOGRAPH CO., Boston, Mass., has announced a change of address for its Rochester, N. Y. sales office. This office, under the supervision of W. S. Lloyd, will be located at 239 Seneca Parkway.

THOMAS E. COCKER has been appointed manager of the Detroit district office of the Chain Belt Co., Milwaukee, Wis.

A. C. WIEBE, molding equipment representative for the F. J. Stokes Machine Co. in the metropolitan district, moved to new offices at 103 Park Avenue, New York, N. Y. This removal from 150 Nassau Street consolidates the molding equipment with other equipment divisions of the company in enlarged quarters at the Park Avenue address.

THE CAMERON MACHINE CO., Brooklyn, N. Y., has announced the appointment of William M. Stocker as chief engineer. Mr. Stocker succeeds Mr. R. McC. Johnstone who resigned from the company.

W. L. KELLY, vice president and country sales manager of the Chicago Molded Products Corp., Chicago, Ill., has retired from active business. E. C. Maywald, executive vice president of the company, will continue in charge of all sales activities.

The address delivered by C. W. Browne, manager of marketing service, The United States Printing & Lithograph Co., at the 10th Packaging Exposition, contained figures indicative of what women think of recipes on labels. These figures were obtained through a survey conducted by Ross-Federal Service, Inc.

The Owens Staple-Tied Brush Co. wire display, illustrated and commented upon in the April, 1940 issue of *Modern Packaging* (page 73) was credited to the Display Case Co. This unit was designed and produced by the General Display Case Co., Inc.

PACKAGE INSPIRES CONTEST

(Continued from page 58)

companies. The first prize was a round-trip passage to Bermuda via the American vessel S. S. *President Roosevelt* of the United States Line, with an 8-day stay at the Elbow Beach Hotel. The second prize was a round-trip from Newark, N. J. to Williamsburg, Va. Third prize was a \$25.00 original Koret handbag. Fourth prize was a \$20.00 Chantrey De Luxe permanent wave. Fifth, sixth and seventh prizes were Early American Old Spice sewing boxes filled with toiletries.

The contest was announced in an advertisement and further publicized by a window display. Tie-up displays appeared in the toilet goods and art needlecraft departments and in the American Express travel bureau, combined with displays in the restaurant of the store. Throughout the duration of the contest, announcements appeared on cards at each table in the restaurant. L. Bamberger mailed reprints of the advertisement announcing the contest to 125,000 charge customers. Reprints were also enclosed in packages of every purchase in the toiletries department.

The package itself is ingeniously constructed. Two pieces of folding cartonboard are pasted together, held in closed position by a red ribbon tie. The ribbon runs through die-cut sections in the base of the cartonboard, providing the means of holding three of the toiletry items in position. A sachet bag is found attached to one panel by means of a tab inserted in a provided slot. The outer surfaces of the carton are decorated with the well-known picturesque Early American design motifs, the inner portions of the carton being finished in red and white stripes. The edges of the board are scalloped to increase the effectiveness of the well-executed design.

TOY BOXES DO A SELLING JOB

(Continued from page 54)

planned to illustrate the nature of the product in use and to show the type of work for which the product is fitted. Since each item is designed for craft or hobby use, the products are shown in simplified form as they would appear in use. The craft work produced with the sets is likewise carefully illustrated, both with a view to its effectiveness in displaying and explaining the product and with the thought of suggesting craft projects for the user.

Credit: Box wraps designed and produced by the Michigan Lithographing Co. Box paper supplied by the Michigan Paper Co. Boxes manufactured by Eureka Paper Box Co., New Deal Paper Box Co. and United Paper Box Co.

**YOUR CHOICE SHOULD BE
THE FIRST AND ORIGINAL—**



PACKOMATIC Model "D" Shipping Case Sealer with Compression Unit—

AUTOMATIC CASE SEALING MACHINERY

If you are looking for the most for your money, long life, dependability, speed and efficient shipping case sealing, the units shown here will meet your requirements. Rapidly adjustable, very few wearing parts, operation smooth and practically noiseless. Speeds 200 to 2000 cases per hour. Rapidly adjustable. No operator required.



Millions of Shipping Cases Are Automatically Sealed Each Year—The Packomatic Way!

PACKOMATIC HAND GLUE SEALER

Hundreds of manufacturers, both large and small, have found the Packomatic H.G. unit the most economical. Built to last a lifetime, both top and bottom belts motor driven. Rapidly adjustable. Furnished for any desired speed.

AUTOMATIC PACKAGING MACHINERY FOR EVERY PACKAGING PROBLEM

Packomatic meets every packaging problem, with increased production, lower costs. We build a large variety of scales, volume fillers, auger packers and fillers, carton sealing equipment, etc. You will find the Packomatic Way the most economical way!

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

REPRESENTED IN

CHICAGO
DENVER
SAN FRANCISCO

NEW YORK
ST. LOUIS
LOS ANGELES

BOSTON
NEW ORLEANS
SEATTLE

MAY • 1940 99

For Your Information File

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THE TENNESSEE EASTMAN CORP., Kingsport, Tenn., has issued three new books on Tenite, its thermoplastic molding composition. "Tenite," a 28-page book, contains a general description of the properties and uses of this plastic. Accompanying the text are illustrations in color of some of its outstanding applications. A photographic index, consisting of 86 black and white illustrations, tells a story of the many diversified uses of Tenite in major fields of industry. This book should prove to be particularly interesting to manufacturers and designers who wish to consider plastics for their products.

"Tenite Molding" is a 40-page technical handbook on the methods employed in molding Tenite articles. It contains a discussion of different types of molds, mold construction, molding temperatures and molding pressures suitable for use with Tenite. Diagrams and detailed explanations of eight typical mold designs are included. This book has been prepared as a manual for those engaged in molding products of Tenite.

"Tenite Specifications" gives specific data on the physical properties of Tenite for the formulae and flows regularly supplied. This information is presented in tabular and graph form, with supplementary paragraphs of explanation and description. The purpose of this book is to assist molders in selecting the proper formula and flow of Tenite for any given application.

All three books have covers laminated with Kodapak, a cellulose acetate transparent sheeting made by the Eastman Kodak Co. Together they form an attractive set and comprise a valuable source of reference material on Tenite.

"LUMARITH MOLDING MATERIALS—Classification and Physical Properties" is the title of a booklet issued by the Celluloid Corp., New York, N. Y. The booklet presents, in table and chart form, the physical

properties of the various Lumarith formulae, arranged according to types. A description of applications is likewise offered and methods are outlined for using the data in selecting the most appropriate formula to meet the specifications of the finished article and the requirements of molding.

THE U. S. DEPARTMENT OF COMMERCE, Bureau of Foreign and Domestic Commerce has published a basic information source list of some publications relating to art in industry. Prepared by Ruth C. Leslie of the Business Information Section, this list of books, pamphlets and magazine articles might be considered a basic library of modern industrial design knowledge. In addition to the books, pamphlets and magazine articles bibliography, there is included a listing of business papers and trade journals as well as organizations in the field of art.

"CHRISTMAS, 1940" is the title of a swatch book, published by the Nashua Gummed and Coated Paper Co., Nashua, N. H., in which is presented a comprehensive selection of samples of Christmas gift papers. Specifications are included in the booklet to simplify ordering of the gift papers.

THE HINDE & DAUCH PAPER CO., Sandusky, Ohio, has published a booklet on "Christmas Packaging." Examples of special Christmas packaging in corrugated boxes are illustrated throughout the booklet with actual tip-ons of the decorated board included in some instances. A questions-and-answers section offers a check-list to help define individual Christmas packaging requirements.

COMMEMORATING 25 YEARS of materials handling service, the Lewis-Shepard Sales Corp., Watertown, Mass., announces the publication of its silver anniversary edition of "Lewis-Shepard Engineering" (Catalog No. 21), covering over 175 of the most important items from the company's line of materials handling equipment. This 56-page catalog contains about 300 illustrations, diagrams and photographs of individual machines, important operational and structural features and equipment in action. Clearly described and pictured are many types of lift trucks, floor trucks, portable elevators, cranes, storage racks, skid platforms, equipment for specific purposes and, in addition, many new machines designed for use in the most modern techniques of materials handling. A complete index of equipment is published on the inside front cover as a handy reminder when materials handling problems arise.

BOEKER EQUIPMENT & MANUFACTURING Co., Chicago, Ill., has issued a folder on its Kleen-Sealer, a mechanical dispenser for adhesives. A number of units are shown and described, both for use on transparent sheetings, bags, bundling and wrapping papers and for sealing corrugated and solid fibre shipping cases.

HORSE SENSE

about buying Closures...



Selecting the right closure for your glass-packed product is no easy job. They all look pretty much alike. There doesn't seem to be much difference. Here are two well-established facts that help to simplify your problem:

1. Your closure plays an important part in winning and holding consumer acceptance for your product. You really can't afford to use any but the best.
2. Making better closures for glass containers has been Crown's business for nearly half a century. The outstanding efficiency and dependability of Crown Closures results from Crown's long experience with sealing problems and how to overcome them. Their use is real assurance that, as far as the cap is concerned, there will be no dissatisfaction with your package.

Better check into this right away. Write for samples, full information and prices.

CROWN CORK & SEAL CO., BALTIMORE, MD.
World's Largest Makers of Closures for Glass Containers



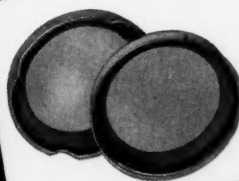
THE DEEP HOOK THREAD

A notable CCS invention which makes Crown Screw Caps easier to apply, easier to remove . . . and the ability to seal tighter with the same application force.



VPO CAPS

An exclusive CCS System of sealing which gives perfect hermetic sealing, with or without a vacuum, and provides exceptional convenience for consumers.



SLIP RUBBER RING

This exclusive "cut rubber" liner does not stick to glass. It is the ideal lining material for most types of vacuum caps.

IN THE LONG RUN —

CROWN CLOSURES

COST LESS..



SCREW CAPS VPO CAPS
 LUG CAPS MASON CAPS
 VACUUM CAPS CROWNS
 DOUBLE SHELL CAPS
 CAPPING MACHINERY

"FOOD TECHNOLOGY" by Samuel C. Prescott, Sc.D., Dean of Science and Head of the Department of Biology and Public Health and Bernard E. Proctor, Ph.D., Associate Professor of Food Technology and Industrial Biology, Mass. Institute of Technology. (Published by McGraw-Hill Book Co., Inc., New York, N. Y. 630 Pages. \$5.00.) Food technology, in the sense in which it is used in this work, comprises the economic application of the laws and processes of biology, physics, chemistry and engineering in the preparation and preservation of food products which are nutritionally of high quality, which are handled in a sanitary manner to prevent dangers from infection and which may in many instances be kept for long periods or transported from regions of abundance to those of scarcity.

The authors have been moving spirits in the formation of the Institute of Food Technologists and have played a vital part in achieving recognition for this branch of science as a specialized field.

The volume treats, under separate chapter headings, of the technology of practically every variety of food commercially marketed today. It therefore contains a vast amount of data on the technical aspects of food packaging and should prove of the greatest aid and value to all concerned with the preparation and marketing of food products.

The chapter on canning is particularly complete as is the section on refrigeration. Of particular interest at the present time to a number of readers will be the chapter on dehydrated foods.

"AN OUTLINE OF ADVERTISING" by George Burton Hotchkiss, M.A., Professor of Marketing, N. Y. University. (Published by The Macmillan Co., New York, N. Y. 631 Pages. \$4.00.) This revised edition of Professor Hotchkiss' textbook is widely used in college and university courses in advertising. The addition in this new edition of chapters on trademarks and packages, therefore, represents a recognition, heretofore lacking, of the importance of point-of-sale advertising and of the package as a means of consummating the sale and crystallizing previously created desires to buy into actual transactions.

It is all the more regrettable, therefore, that the treatment of the subject of packages is allotted so limited a space as to make impossible even highlighting of the most important aspects on the subject. The same criticism may be well applied to the subject of display.

Window displays are allotted a total of 2½ pages in this 631-page volume—a space insufficient for any but the most flippant treatment of the subject and one completely out of proportion to the importance of window display advertising, either as a medium of advertising or as a link in the chain by which goods are moved to market.

Nonetheless while those whose major interest lies in point-of-sale advertising may cavil at this seeming slight to display and package importance, the volume does represent, in its revised form, perhaps the finest

handbook on the general subject of advertising which is available. Individual chapter bibliographies and lists of collateral reading should no doubt help the student follow any particular line of interest toward a more thorough coverage than this outline affords. The volume is well indexed.

"GOOD NEWS FOR 1940" is the title of a folder published by The Karl Kiefer Machine Co., Cincinnati, Ohio. Illustrations and detailed comments on vacuum fillers, a bottle cleaner and a tube filler and sealer are found in the folder.

RIEGEL PAPER CORP., New York, N. Y., tells about Riegel's Jersey Bristol in a folder titled "Something to Chirp About."

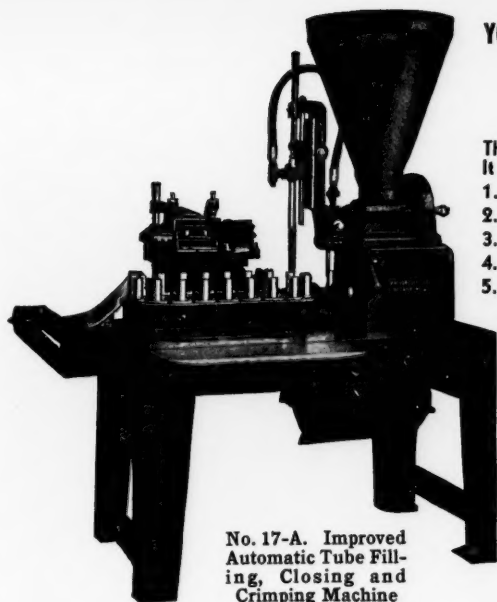
"BOTTLING ENGINEER HANDBOOK" is the title of reference manual prepared by the U. S. Bottlers Machinery Co., Chicago, Ill. The 192-page volume is actually an illustrated index of the many different machines and different types of machines manufactured by this organization for the packaging of liquid, semi-liquid and semi-solid products in glass, tin and other types of containers.

The handbook was prepared to assist the buyer of packaging and bottling machines to compare the different types, styles and designs of machines as manufactured by the U. S. Bottlers Machinery Co. and to give the bottler and packager a ready grounds for comparison, between machines of this company and with other equipment of a like nature on the market.

There is detailed information and illustrations on cleaning equipment, filling equipment, capping and corking equipment, conveying equipment, filtering equipment, pumping equipment, storage and mixing equipment and labeling equipment. A section is given over to the presentation of engineering data.

"DISPLAYS THAT SELL COSMETICS," illustrated with eight window displays created by Lester Gaba. (Published by The Drug and Cosmetic Industry, New York, N. Y., 96 pages.) This volume should prove of value to retailers of cosmetics who are trying to make the most of their window and counter display space. The most successful displays, as reported from toilet goods departments throughout the country over a five-year period, are detailed as to arrangement and design. Thus the cosmetic retailer is not only provided with a guide as to what has been successfully tried before in the creation of attractive window and counter displays, but is also provided the means of generating new ideas for the creation of his own window and counter presentations for cosmetic items.

A display calendar is likewise included in this book which gives the cosmetic retailer an indication of what might be best displayed at a given month in the year. Not only are the specific products listed, but ideas as to how the products might be displayed are included.

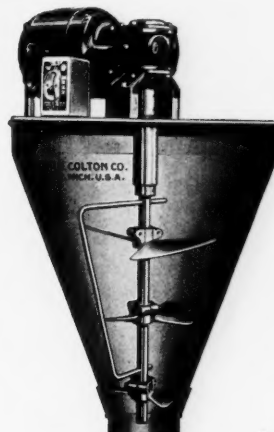


No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

**YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.
TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS.**

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.

2602 JEFFERSON AVE., EAST

DETROIT

MICHIGAN



**The NEW IMPROVED LATHAM
BOTTOM STITCHER**

This moderate priced Improved Latham Bottom Stitcher has many features found only in the highest priced Stitchers. High speed, convenient to operate. Suitable for bottom stitching corrugated and solid fibre containers in all the usual sizes.

All working parts protected from dust. All castings heavier. Heavy duty working parts larger and stronger. Formers and drivers readily removable and reversible, doubling their length of service. Stitcher Head removable as a unit. Also other convenient features.

Before you install a Bottom Stitcher, it will pay you to learn all the facts about this new machine. Write for illustrated circular.

**BOSTON PORTABLE
BENCH STITCHER**

When stitching filled bags, or attaching articles to cards, or setting up small boxes, you will often find it

more convenient to bring this Boston Portable Bench Stitcher to the work to be stitched, rather than carry the work to the machine.

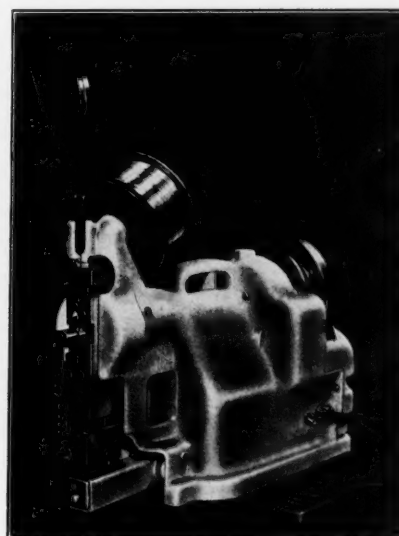
Stitches work up to $\frac{1}{4}$ " in thickness at speeds up to 215 stitches per minute. Four inch throat length. Uses No. 25 to No. 30 round wire. Electrically tripped through a solenoid by foot pedal which can be placed in any convenient position on the floor. Ask for descriptive circular giving you complete information.

DEXTER FOLDER COMPANY

330 West 42nd St.,

New York, N. Y.

BOSTON, 185 Summer St. CHICAGO, 117 W. Harrison St. PHILADELPHIA, 5th and Chestnut Sts.
CINCINNATI, 3441 St. Johns Place SAN FRANCISCO LOS ANGELES
SEATTLE, Harry W. Brintnall Co. DALLAS, J. F. Carter, 5241 Bonita Ave.



PACKAGE LEGISLATION

(Continued from page 68)

empt from compliance with the labeling requirements of § 125.01; paragraphs 2, 3 and 4 of § 125.03 (a); and paragraphs 2, 3 and 4 of § 125.04 (a) if—

(1) the purported or represented use of such food is only by infants or invalids or both;

(2) in case the special dietary use of such food is based on the content of vitamin A, vitamin B₁ or thiamin, vitamin C or ascorbic acid, vitamin D, riboflavin, or nicotinic acid, the label bears a statement showing the quantity of such vitamin present in such food;

(3) in case the special dietary use of such food is based on the content of calcium, phosphorus, iron or iodine, the label bears a statement showing the quantity of such mineral present in such food;

(4) the label of such food bears the statement "To be used only on the prescription or under the direction of a physician;"

(5) no representation or suggestion with respect to the dietary use or effect of such food is made otherwise than to legally licensed physicians; and

(6) such shipment or delivery is made for use exclusively on the prescription or under the direction of such physicians. But such exemption shall expire when such shipment or delivery, or any part thereof, is offered or sold or otherwise disposed of for any use other than on the prescription or under the direction of a physician. The causing by any person of such exemption to expire shall be considered to be an act of misbranding for which such person shall be liable.

(b) A shipment or other delivery of a vitamin preparation shall be exempt from compliance with the labeling requirements of these regulations and of the requirements of clause (2) of paragraph (b) of the general regulations promulgated under section 405 of the Act if such vitamin preparation is not in retail packages and is shipped or delivered for use in the manufacture of another article or for repackaging for distribution in retail packages.

§ 125.03 *Label statements relating to vitamins.* (a)

(1) if the purported or represented special dietary use of a food by man is based on its vitamin content, the label shall bear the common or usual name of each vitamin on which such use is based. Such name, if such vitamin is listed in paragraph (2) of this subsection, shall be the name or one of the synonyms so listed.

(2) If such use is based on the content of vitamin A, vitamin B₁ or thiamin, vitamin C or ascorbic acid, vitamin D, riboflavin, or nicotinic acid, the label shall bear a statement of the proportion of the minimum daily requirement for such vitamin supplied by such food when consumed in the quantity prescribed by the directions for use on the label; except that, in the cases of cows' milk and evaporated milk, the purported or represented dietary use of which is based on the content

of vitamin D, and in which such vitamin content is increased through irradiation or the direct addition of a vitamin D concentrate, the label shall bear, in lieu of such statement, a statement of the number of U. S. P. units of vitamin D in a specified quantity of such milk or evaporated milk. The term "vitamin A," as used in these regulations, includes vitamin A and its precursors.

(3) If the represented special dietary use or one of the special dietary uses of a food by man is a specific representation with respect to its values in supplying vitamin D to prevent or correct a dietary deficiency, the label shall bear the statement, "When the skin is adequately exposed to direct sunshine there is no established need for vitamin D in the diet."

(4) If such use is based on the content of any vitamin not listed in paragraph (2), and it has not been established that such vitamin is needed in human nutrition, or if the minimum daily requirement for such vitamin has not been established, the label shall bear a statement setting forth such facts.

(b) For the purposes of these regulations, the following shall be considered to be minimum daily requirements:

(1) For the vitamin A, 1,500 U. S. P. units for an infant not more than one year old, 2,500 U. S. P. units for a child more than one but less than twelve years old, 3,000 U. S. P. units for a person twelve or more years old.

(2) For vitamin B₁ (thiamin), 75 U. S. P. units for an infant not more than one year old, 125 U. S. P. units for a child more than one but less than six years old, 200 U. S. P. units for a child six or more but less than twelve years old, 250 U. S. P. units for a person twelve or more years old.

(3) For vitamin C (ascorbic acid), 200 U. S. P. units (10 milligrams) for an infant not more than one year old, 400 U. S. P. units (20 milligrams) for a child more than one but less than twelve years old, 500 U. S. P. units (25 milligrams) for a person twelve or more years old.

(4) For vitamin D, 600 U. S. P. units for any person, irrespective of age.

(5) For riboflavin, 0.5 milligram for an infant not more than one year old, 0.75 milligram for a child more than one but less than twelve years old, and 1.0 milligram for a person twelve or more years old.

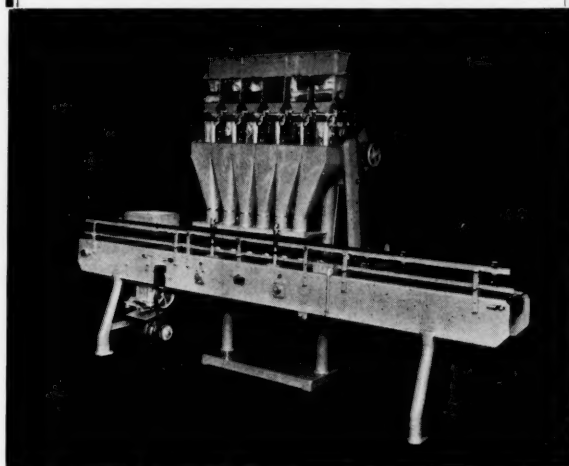
(6) For nicotinic acid 5 milligrams for a child less than twelve years old, and 10 milligrams for a person twelve or more years old.

§ 125.04 *Label statements relating to minerals.* (a)

(1) If the purported or represented special dietary use of a food by man is based on its mineral content, the label shall bear the common or usual name of each element upon which such use is based.

(2) If such use is based on the content of calcium (Ca), phosphorus (P), iron (Fe), or iodine (I), the label shall bear a statement of the proportion of the minimum daily requirement for such element supplied by such food when consumed in the quantity prescribed by the directions for use on the label.

For LOWER PACKING COSTS
Investigate This New
**CONSOLIDATED
WEIGHING UNIT**



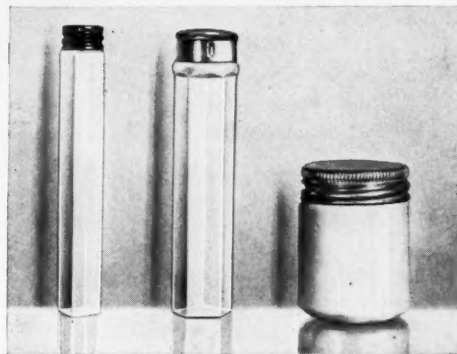
This Consolidated Coffee Weighing Unit, Type C45-6, is designed especially to handle $\frac{1}{2}$, 1 and 2 lb. weighings. The unit includes a 6-head scale with individual discharge spouts, and a conveyor with vibrating settler and package control. Its capacity is 60 per minute and it will handle cartons, glass jars or tins equally well. The scales are accurate to $\frac{1}{16}$ oz. over or under. Model C45-6 will fit smoothly into practically any production line and will maintain its accuracy indefinitely.

Whether you pack in tins, glass, cartons or bags, there is a scale made by Consolidated which will handle your weighing problem efficiently and economically.

Consolidated experience has helped others to weigh, fill, seal or sew at increased speed and at lower cost. Why not see what their 30 years of building packaging equipment will do to reduce costs in your plant? Sales offices are located in principal cities, or write or wire

**CONSOLIDATED
PACKAGING MACHINERY CORP.**
1400 WEST AVENUE, BUFFALO, N. Y.

★ YOUR SILENT SALESMAN! ★
Containers
of
HYCOLOID and CLEARSITE



Modern merchandising demands modern packaging. These containers are modern as tomorrow—handsome in appearance, in any color or color combination (opaque or transparent), in almost any shape you need (note hexagons and octagons), seamless and unbreakable, and

80% LIGHTER THAN GLASS

Our packaging experts will be glad to confer with you on a packaging problem with no obligation to you. Write or phone us.

Hygienic



TUBE AND CONTAINER CORP.
44 AVENUE L., NEWARK, N. J.
N. Y. Sales Office, 626 Fifth Avenue CI 6-2425

(3) If such use is based on the content of iodine and such food when consumed in the quantity prescribed by the directions for use on the label supplies more than 2 milligrams of iodine in one day, the label shall bear the statement, immediately following such directions, "Warning—when used according to these directions this food supplies such quantity of iodine that it should not be consumed over any extended period except on the advice of a physician."

(4) If such use is based on the content of any element not listed in paragraph (2), and if it has not been established that such element is needed in human nutrition, or if the minimum daily requirement for such element has not been established, the label shall bear a statement setting forth such facts.

(b) For the purposes of these regulations, the following shall be considered to be minimum daily requirements:

(1) For calcium (Ca), 750 milligrams (0.75 gram) for any person more than one year of age, except pregnant or lactating women in which case the minimum daily requirement shall be considered to be 1.0 gram.

(2) For phosphorus (P), 750 milligrams (0.75 gram) for any person more than one year of age, except pregnant or lactating women in which case the minimum daily requirement shall be considered to be 1.0 gram.

(3) For iron (Fe), 7.5 milligrams (0.0075 gram) for a child more than one but less than six years old, 10 milligrams (0.01 gram) for a person six or more years old, except pregnant or lactating women in which case the minimum daily requirement shall be considered to be 15 milligrams (0.015 gram).

(4) For iodine (I), 0.15 milligram (0.00015 gram) for any person more than one year of age.

§ 125.05 *Labeling of certain infant food.* (a) If the purported or represented special dietary use of a food for infants is based on its simulation of human milk or its suitability as a complete or partial substitute for such milk, the label shall bear a statement of the percentage of moisture, protein, fat, and digestible carbohydrates contained in such food.

(b) If such food when prepared for feeding contains in each fluid ounce less than 75 U. S. P. units of vitamin A, less than 3 U. S. P. units of vitamin B₁ (thiamin), less than 20 U. S. P. units of vitamin C (ascorbic acid), less than 25 U. S. P. units of vitamin D, less than 0.02 milligram of riboflavin, less than 10 milligrams of calcium (Ca), less than 10 milligrams of phosphorus (P), or less than 0.05 milligram of iron (Fe), the label shall bear a statement advising the purchaser that such substance or substances must be supplied in whole or in part, as the case may be, from other sources.

§ 125.06 *Label statements relating to protein, fat, available carbohydrates, and non-assimilable constituents.* (a) If the purported or represented special dietary use of a food by man is based on its content of protein, fat, available carbohydrates, or non-assimilable constituents, the label shall bear a statement of the percentage of protein, fat, available carbohydrates, or non-assimilable constituents, as the case may be, contained in such food.

§ 125.07 *Labeling of hypoallergenic food.* (a) If the purported or represented special dietary use of the food by man is based on diminished allergenic property, the label shall bear—

(1) the common or usual name of such food, if any there be; and

(2) in case it is fabricated from two or more ingredients, the common or usual name and the quantity or proportion of each such ingredient, including spices, flavorings, and colorings. If the common or usual name of such food or of any such ingredient does not show the source thereof, such name shall be so qualified as to reveal such source. If such diminished allergenic property results from any treatment or processing of such food or such ingredient, the label shall also bear a statement of the nature and effect of such treatment or processing.

It will be noted that the general regulations (125.00) provide a very broad definition of foods for special dietary uses and would seem to include many products which, at first glance, would not be thought to fit into this field. These general rules will not be subject to revision at the hearings. The balance (125.01–125.07) are subject to alteration on the basis of evidence brought out at the hearings.

Particular attention should be given to the list of exemptions (125.02). Products are subject to exemption only if meeting all of the qualifications mentioned, rather than any single one of these qualifications.

Interest will also focus on Section 3 of the proposal labeled 125.03. It is believed that the requirements for a statement of the sort here proposed will greatly limit the sales possibilities of products dependent for sales upon their value in supplying vitamin D to correct or prevent dietary deficiency.

GIFT PACKING BUILDS KRESS SALES

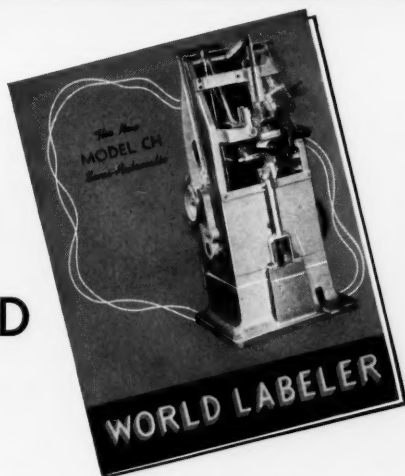
(Continued from page 44)

wrapped in colored cellophane and tied with brilliantly printed cellophane ribbon. For the child of somewhat greater age, a Red Riding Hood figurine or other similar attractive forms, fabricated entirely of colored cellophane, may be utilized. Other cellophane-fabricated packages include a toy wagon, a steamer basket, a stork in a cellophane nest and many more.

The permanent exhibit maintained in the store stationery department is changed periodically with the changing seasons and serves as the sole promotional medium for the gift service. Consumers wishing to purchase such new packages are referred to the department's consultant, Miss M. Kerwin, who assists the purchaser in selecting the necessary items and in the design of individualized wraps when such are desired.

Credit: Cellophane manufactured by Sylvania Industrial Corp.

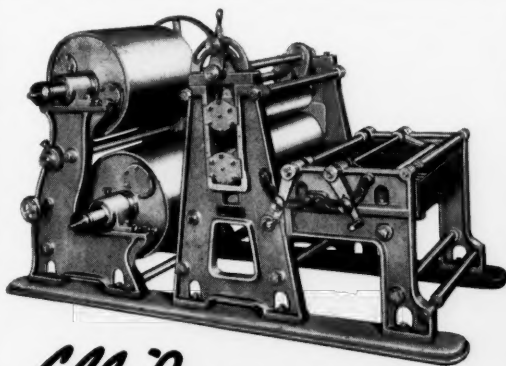
GET
THE
LATEST
WORLD
NEWS



This bulletin takes less than three minutes to read but contains complete information on the newest addition to the WORLD line of labeling equipment—the Model CH Semi-Automatic—exactly what the doctor ordered for applying labels from postage stamp size up to 4" x 5" . . . to containers of every size and shape from ampoules up to 4" in diameter.

Whatever your present equipment, you should have the facts about this new labeler. Just write for Bulletin CH-9.

ECONOMIC MACHINERY CO.
WORCESTER - - - MASSACHUSETTS



All Purpose

... WAXING UNIT

Used by many large producers of wraps and bags to enable a combination of printing and waxing; or printing, waxing and bag conversion; into a single operation.

Furnished complete with drives so that waxer may be set back of printing press or between printing press and bag machine.

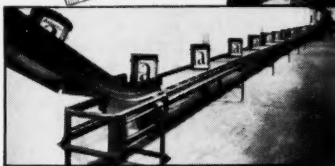
Produces an excellent sheet, one or both sides waxed, with perfect control of wax percentages.

HUDSON-SHARP
MACHINE CO • GREEN BAY • WIS

**THIS BOOK HELPS YOU
SOLVE HANDLING PROBLEMS!**



THIS WAY!—Gravity Rollers, ranging in size from 2 1/4" dia. to 5 1/16" dia. in straight sections, "Y" sections, switch sections and hinged sections—standard and special lengths.



THIS WAY!—For handling various types of packages and bulk materials, Roller Bed and Slider Bed Belt Conveyors are offered in numerous designs to solve individual problems.

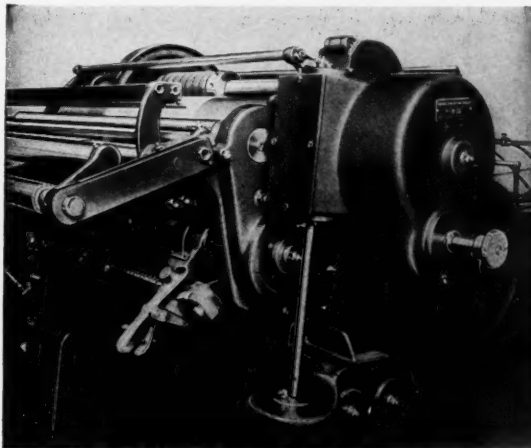


THIS WAY!—A combination Belt and Gravity Roller Conveyor. Constant and adjustable pressure are two major types offered in standard designs. Write for complete catalog.

The Alvey-Ferguson Co.,
604 Disney St., Cincinnati, O.

ALVEY-FERGUSON
SCIENTIFICALLY PLANNED
Conveyors

**NO MORE WASTE IN CUTTING
TO PRINTED REGISTER**



**DEPENDABLE ACCURACIES IN "SPOT SHEETING" ARE NOW ASSURED THROUGH THE
NEW BECK**

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register printed wraps, labels, etc. This unit is to be had on Beck Sheeteters controlled either by hand or **ELECTRIC EYE**.

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. Philadelphia, Pa.

CHART 5

WALL SIGNS MOST FAVORED BY GROCERS—New York Area—Spring 1939

	UPPER	MIDDLE	POOR	MIXED
1	P. Ballantine & Sons (Ballantine's Beer)	Hoffman Beverage Co. (Hoffman's Beverages)	Jacob Ruppert, Brewer (Ruppert's Beer)	P. Ballantine & Sons (Ballantine's Beer)
2	Canada Dry Ginger Ale, Inc. (Canada Dry)	P. Ballantine & Sons (Ballantine's Beer)	P. Ballantine & Sons (Ballantine's Beer)	Thomas J. Lipton, Inc. (Lipton's Tea)
3	Jacob Ruppert, Brewer (Ruppert's Beer)	Christian Feigenspan Brew- ing Co. (P.O.N. Beer)	Kirkman & Son, Inc. (Kirkman's Soap)	Lever Bros. Co. (Lifebuoy Soap)
4	Stokley Bros. & Co. (Honor Brand Frozen Foods)	Jacob Ruppert, Brewer (Ruppert's Beer)	Christian Feigenspan Brew- ing Co. (P.O.N. Beer)	Kellogg & Co. (Kellogg's All-Bran)
5	Colgate-Palmolive-Peet Co. (Palmolive Soap)	Kraft-Phenix Cheese Corp. (Kraft's Cheese)	Kellogg Co. (Kellogg's All-Bran)	Seeman Bros., Inc. (White Rose Tea)
6	Christian Feigenspan Brew- ing Co. (P.O.N. Beer)	F. & M. Schaefer Brewing Co. (Schaefer's Beer)	Hoffman Beverage Co. (Hoffman's Pale Dry)	Lever Bros. Co. (Lux Soap)
7	Loose-Wiles Biscuit Co. (Sunshine Krispy Crackers)	Kirkman & Son, Inc. (Kirkman's Soap)	Armour & Co. (Armour's Star Ham)	Jacob Ruppert, Brewer (Ruppert's Beer)
8	Albany Packing Co. (1st Prize Pork Sausages)	Walnut Growers Cooperative Assn. (Diamond Walnuts)	F. & M. Schaefer Brewing Co. (Schaefer's Beer)	Christian Feigenspan Brew- ing Co. (P.O.N. Beer)
9	Frosted Food Sales Corp. (Birdseye)	Frosted Food Sales Corp. (Birdseye)	Pepsi-Cola Co. (Pepsi-Cola)	Hoffman Beverage Co. (Hoffman's Beer)
10	Leibman Breweries, Inc. (Rheingold's Beer)	Canada Dry Ginger Ale, Inc. (Canada Dry)	Morton Salt Co. (Morton's Salt)	Kraft-Phenix Cheese Corp. (Kraft's Cheese)
11	F. & M. Schaefer Brewing Co. (Schaefer's Beer)	Seeman Bros., Inc. (White Rose Tea)	Seeman Bros., Inc. (White Rose Tea)	Frosted Food Sales Corp. (Birdseye)
12	Kellogg Co. (Kellogg's All-Bran)	Thomas J. Lipton, Inc. (Lipton's Tea)	Canada Dry Ginger Ale, Inc. (Canada Dry)	The Borden Sales Co., Inc. (Borden's Cheese)
13	The Angostura-Wupperman Corp. (Angostura Flavorings)	Kellogg Co. (Kellogg's All-Bran)	Intetrnational Salt Co. (Sterling Salt)	Canada Dry Ginger Ale, Inc. (Canada Dry)
14	Anheuser-Busch, Inc. (Budweiser's Beer)	Hecker-HO Co., Inc. (H-O Quaker Oats)	Calif. Fruit Growers Exch. (Sunkist Oranges)	Kellogg & Co. (Kellogg's Corn Flakes)
15	G. Krueger Brewing Co. (Krueger's Beer)	H. J. Heinz Co. (Heinz Foods)	Colgate-Palmolive-Peet Co. (Super Suds)	Fairmont Creamery Co. (Fairmont Products)

Most favored among wall signs in all classes of stores are beverage advertisements. Nine out of 15 in upper class stores, 6 out of 15 in middle class stores, 7 out of 15 in poorer neighborhoods and one-third of all the top 15 in mixed neighborhoods represent items in the beverage classification. Breakfast foods, frosted foods, soups, teas and similar staple items are also favored.

WHAT THE GROCER WANTS IN DISPLAY

(Continued from page 74)

toward a selectivity of distribution of displays whereby manufacturers may plan distributions to selected units or selected neighborhoods where installation is most likely to be granted or where installation will be most valuable.

Though all that might be measured without the aid or interference of the dealer was separately checked by the Institute's canvassers, it was found desirable to secure retailers' opinions on a number of questions.

Such opinions, even if erroneous or prejudiced, constitute one of the factors determining the usage of displays and their effectiveness when used. Dealer objections to displays may be mistaken objections or self-interest objections or prejudiced objections, but the fact that he has objections at all is a good enough reason for designing displays in a way that will get around these objections. Dealer preferences for displays may seem to be the result of whim, but the fact that such preferences exist is a good reason for analyzing them and seeking to obtain similar preferences for each new display that is issued.

Display Usage

Chart 1 indicates the average number of displays of each type found in stores in each of the four neighborhood classifications. It will be noted that in all four



**DO HOUSEWIVES ORDER
YOUR PRODUCT
MORE THAN ONCE?**

A quality product always gets repeat orders. But there's an added incentive when it has the unfailing protection and convenience of KORK-N-SEAL, the cap with the handy lever. . . KORK-N-SEAL seals tight! It protects your product effectively, efficiently, whether in glass or tin. At the same time, KORK-N-SEAL is easy for the user to open; and convenient to re-seal after opening. . . These outstanding features add to the salability of your product. Why not get the complete story of KORK-N-SEAL—and its new low price—today?

WILLIAMS SEALING CORPORATION

Division of Crown Cork & Seal Co.
DECATUR, ILLINOIS

KORK-N-SEAL
**THE CAP WITH
THE HANDY LEVER**



Staley Salad Cooking Oil, manufactured by the A. E. Staley Manufacturing Company, is given the sure protection of KORK-N-SEAL, the cap that combines sealing efficiency with convenience for consumers.

TO OPEN
you simply raise the
handy lever and the
cap lifts right off.



TO RE-SEAL
replace the cap and
press the handy lever
down.



**a centennial of progress
with
CONTAINER INKS**

In celebration of our One Hundredth Anniversary, Morrill presents to the industry a series of specialized color books. Specific inks on specific stocks for specific presses! Solve your color and pressroom problems by referring to this particular book or the rest of the series which you may have on request. Essential qualities and characteristics of the inks are identified. Write for any of these which fit your specialty: Morr-Gloss Label inks, Offset inks, Sil-ver Plate inks, Corrugated and Fibreboard inks, Morr-Gloss Carton inks, Cotton Bag and Burlap inks, Halftone Blacks and Process inks.

MODERNIZE WITH MORRILL

GEO. H. MORRILL CO.

Division - General Printing Ink Corporation

100 SIXTH AVENUE, NEW YORK, N. Y.

Boston · Philadelphia · Chicago · Detroit · St. Louis · Fort
Worth · Minneapolis · San Francisco · Los Angeles · Seattle

classifications wall signs are more frequently found than any other type. This may be ascribed to two factors. First, dealer willingness to accept display material that will aid the decorative appearance of the store without requiring the allotment of floor, shelf or counter space. A second factor is found in the dealer re-use of other display material (originally designed for counter or window use) as a form of wall decoration. Dealer desire to so re-use these materials would indicate the advisability, whenever possible, of planning displays so as to encourage special re-use. Thus easled flat panels might be provided, with one or two eyelets near the top of the panel or near the top of the easel, to encourage their later use as wall hangers.

Running second to wall signs, in all four store classifications, are the counter display units. The reason here is obvious. Counter displays are usually merchandise carriers shipped with the goods and requiring little or no effort on the part of the dealer to set them up. Most frequently, in fact, it would require more effort for the dealer to transfer the goods out of the display than to use them as intended in conjunction with the display unit itself.

Window displays and floor stands vie for third place

on the chart. It will be noted that in the poorer, in the middle class and in the mixed neighborhoods, three out of four stores use manufacturer-supplied display material in two store windows, while the fourth store allots one window to mass merchandise display and the other window, in part or in whole, to manufacturer-supplied displays.

Stores in upper class neighborhoods use a higher quantity of manufacturer-supplied displays, but allowance must be made for the fact that such stores frequently have larger store fronts and hence a larger total display area available. Canvass or observation would indicate that the proportion between merchandise display and manufacturer-supplied displays is fairly constant in all four types of stores.

The floor stand figures are particularly interesting. It will be noted that stores in poorer neighborhoods use a substantially smaller quantity of floor stands than do those serving middle class or upper class neighborhoods. Two reasons may be deduced for this. First, the larger floor stands are frequently installed only in conjunction with the purchase of a substantial quantity of merchandise—more than the poorer storekeeper is usually willing or able to stock at one time.

Miscellaneous displays include hangers, decalcomanias, electric signs, etc. The first 10 in frequency of appearance in every classification, however, are the inexpensive hangers—usually distributed in conjunction with window displays, counter units or floor stands.

CHART 6

MISCELLANEOUS DISPLAYS MOST FAVORED BY GROCERS—New York Area—Spring 1939

	UPPER	MIDDLE	POOR	MIXED
1	Seven-Up Bottling Co., Inc. (7-Up Hanger)	Seeman Bros., Inc. (White Rose Tea Hanger)	Seeman Bros., Inc. (White Rose Tea Hanger)	Seeman Bros., Inc. (White Rose Tea Hanger)
2	Seeman Bros., Inc. (White Rose Tea Hanger)	Salada Tea Co., Inc. (Salada Tea Hanger)	R. B. Davis Co. (Davis Baking Powder Hanger)	R. B. Davis Co. (Davis Baking Powder Hanger)
3	Anheuser-Busch, Inc. (Budweiser's Beer Hanger)	R. B. Davis Co. (Cocomalt Hanger)	Salada Tea Co., Inc. (Salada Tea Hanger)	Thomas J. Lipton, Inc. (Lipton's Tea Hanger)
4	Planters Edible Oil Co. (Hi-Hat Peanut Oil Hanger)	R. B. Davis Co. (Davis Baking Powder Hanger)	R. B. Davis Co. (Cocomalt Hanger)	R. B. Davis Co. (Cocomalt Hanger)
5	Salada Tea Co., Inc. (Salada Tea Hanger)	P. Ballantine & Sons (Ballantine's Beer Hanger)	Seven-Up Bottling Co., Inc. (7-Up Hanger)	Seven-Up Bottling Co., Inc. (7-Up Hanger)
6	Piel Bros. (Piel's Beer Hanger)	Thomas J. Lipton, Inc. (Lipton's Tea Hanger)	Sheffield Farms Co., Inc. (Sheffield Cheese Hanger)	Salada Tea Co., Inc. (Salada Tea Hanger)
7	P. Ballantine & Sons (Ballantine's Beer Hanger)	Seven-Up Bottling Co., Inc. (7-Up Hanger)	Chas. Gulden, Inc. (Gulden's Mustard Hanger)	Hecker-H-O Co., Inc. (H-O Quaker Oats Hanger)
8	Stokley Bros. & Co. (Honor Brand Hanger)	Anheuser-Busch, Inc. (Budweiser's Beer Hanger)	Thomas J. Lipton, Inc. (Lipton's Tea Hanger)	Chas. Gulden, Inc. (Gulden's Mustard Hanger)
9	Sheffield Farms Co., Inc. (Sheffield Cheese Hanger)	Christian Feigenspan Brew ing Co. (P.O.N. Beer Hanger)	Amer. Sugar Refining Co. (Domino Sugar Hanger)	Anheuser-Busch, Inc. (Budweiser's Beer Hanger)
10	Amer. Sugar Refining Co. (Domino Sugar Hanger)	Sheffield Farms Co., Inc. (Sheffield Cheese Hanger)	Anheuser-Busch, Inc. (Budweiser's Beer Hanger)	General Baking Co. (Bond Bread Hanger)

Don't Worry
ABOUT ADHESIVES
FOR SPECIAL CHRISTMAS
PACKAGES



UPACO
HAS THE ANSWERS

The Unseen Factor . . . Adhesives . . . can make or break the sales appeal of your new Christmas Packages.

Especially is this true in these days of hundreds of varieties of coated and lacquered papers, and transparent cellulose . . . great for holiday and gift sales, but imposing special difficulties for adhesives.

These special stocks need no longer worry you. Take full advantage of their novelty, attractiveness and luster.

For UPACO has devised, tested and proved scores of formulae for almost every specific type and weight of unusual paper, board, or cellulose on the market. These assure not only never-failing adhesion, but also quicker drying and easier application.

Send us samples of the stocks you plan to use . . . and we will be glad to give correct recommendations.

UNION PASTE CO.

200 BOSTON AVE. MEDFORD, MASS.

Unbreakable



LUSTEROID

For Triple Convenience

LUSTEROID unbreakable rigid cellulose tubes and vials offer triple convenience to progressive packagers.

1. *Convenience in filling:* LUSTEROID packages are easy to fill and reduce breakage on the filling line to the zero point.
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LUSTEROID CONTAINER CO., INC.

Formerly Lusteroid Division of the Sillicocks-Miller Company

12 Parker Avenue, West

SOUTH ORANGE, NEW JERSEY

Secondly, stores in poorer neighborhoods are more frequently of the "hole-in-the-wall" type where floor areas in particular are most restricted.

The use of miscellaneous types of displays is fairly constant in all four types of stores. This would seem to indicate that this type of unit—since it occupies areas which might not be utilized for any other purpose except display (as in the case of door signs, stickers and hangers)—is equally acceptable to all grocers and is considered as a most desirable type of unit by the dealer. Dealer comments, discussed in a separate portion of this survey, would seem to bear out this contention.

* * *

We have thus far dealt with a quantitative measurement of display usage in the stores covered by this survey. The second installment of this survey, to appear in the June issue of *Modern Packaging*, will place principal emphasis upon the qualitative values, i.e., the dealers' reasons for choosing or rejecting displays of various types.

INDIVIDUAL SHOW WINDOWS

(Continued from page 76)

manufacturers, the company name or trademark is usually printed on one corner of the slanting transparent front wall.

Dealer reactions have been most favorable and dealers have shown further inventiveness by extending the use of these units beyond the point originally contemplated by their designers. A number of dealers have reported using the units successfully in windows and even on store floors. Dealers are particularly satisfied with the protective features of the containers since soilage formerly presented a major problem in shoe display.

Credit: Displays designed and manufactured by the Shaw Paper Box Co. Transparent acetate sheeting by the Celluloid Corp. Cloth coverings and linings by the Wellington Sears Co. Papers by District of Columbia Paper Mills, Inc., Hazen Paper Co. and Hampden Glazed Paper & Card Co.

RE-GILDING THE LILY-TULIP

(Continued from page 47)

The new container is made hexagonally in cross section. A perforated flap at the top permits of easy hanging with a nail or with a thumb tack. The consumer, breaking away the perforation at the bottom of the

container, can then utilize the box as a dispenser, permitting one cup at a time to be released and keeping the rest clean and sanitary within the white-walled box.

A newly introduced package is the pantry pack containing eight cups for storage of household leftover foods together with eight snap-in covers. The brightly printed cups are displayed behind a cellophane window extending over the top and front walls of the folding carton which protects the product against handling and contamination in the store.

Coffee cups and jigger cups, formerly wrapped in virtually opaque printed glassine which hid the form of the containers and prevented the consumer from seeing their decorated surfaces, are now identified by die-cut label bands, overwrapped with transparent cellulose. In addition to redesigning a broad range of these bands, Designer Lux has developed—especially for airplane use—a hot drink cup holder consisting of a chrome wire ring and metal handle. This sturdy gadget makes handling of a cup containing hot liquids an easy matter. When not in use, the handle folds into the ring to occupy a minimum of valuable space.

It will be noted that while some of these designs are capable of effecting consumer decisions to purchase cups, the majority are for packages which seldom if ever are seen by the ultimate consumer. The company has nonetheless felt the effort fully worth the expense involved because of the effect already noted—although the program is but partly consummated—upon salesmen and distributors.

* Labels for jigger cups made by The Foxon Co.

ACHIEVING AMPULE STERILITY

(Continued from page 85)

provides a resilient seat for each individual ampule. This dual protection for the ampules is reported to have resulted in extremely low—almost non-existent—factor of breakage in shipment.

The ampule-filled boxes pass on to the next operator who seals them by applying an overlapping identifying label. The label is so designed and placed as to prevent opening of the container without breaking the label. This effectively converts the container into a tamper-proof medium. The boxes are subsequently cellophane wrapped on a semi-automatic machine and then hand packed in dozens in shipping cartons.

Credit: Labelers by New Jersey Machine Corp., Economic Machinery Co. and Edward Ermold Co. Wrapping machines by Miller Wrapping and Sealing Machine Co.

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WHAT TO DO ABOUT XMAS

(Continued from page 43)

merely that of placing one extra label upon an otherwise standard container.

The fancy paper outer wrap is one of the most common forms of holiday decoration. It has, however, the possible defect—in some cases—of hiding the trademark legend, on the standard package, underneath. One way of overcoming this difficulty is by proper positioned die cutting of the wrap to disclose the label underneath. Another method is to label the wrap with the recognition elements, of the original package, properly positioned on the holiday overwrap.

Sleeves or bands—either of holiday fancy papers or of specially printed type—are both inexpensive and easy to apply. They have the added advantage of being easy to remove, both in displaying the merchandise to the interested consumer and after the holiday selling season. Various methods of utilizing such sleeves or bands on both rectangular and cylindrical containers are suggested in Figs. 23 and 24.

Types of package wrap, conventional in the bakery industry, may perhaps be applied for Christmas purposes in other fields. Fig. 25 suggests the use of the combination wrap with transparent center and opaque ends for use over an opaque or transparent rectangular box. If the box is transparent, the merchandise remains at least partially in view. If the box is opaque, the essential portions of the box label are visible through the transparent portion of the wrap.

Fig. 26 suggests the use of a folding boxboard sleeve or a kraft or corrugated sleeve, serving both to protect the package in shipment and handling and to decorate it for holiday display purposes.

Standard types of containers can frequently be decorated with some special holiday emblem which serves to convert them, at low cost, into suitable Christmas containers. Injection molded plastic seals, cemented to the walls of the set-up boxes, as shown in Fig. 27, are one of the possibilities along this line.

Special closures may frequently be utilized to provide the necessary decorative note at low cost and without requiring any other changes in the traditional package. Fig. 28 suggests the use of a strip label, bearing special holiday decorations and resembling a liquor tax stamp in shape and application. Fig. 29 illustrates the possibility of utilizing a specially molded closure so shaped as to confer some element of Christmas symbolism. In this case, the shape is that of the conventionalized Christmas tree. Specially decorated secondary seals, of either the viscose or foil type, provide another means of achieving Christmas atmosphere, as do specially embossed wood-topped corks (Figs. 30 and 31).

Frequently the simplest means, of providing holiday atmosphere, are those which are overlooked. Since

gift merchandise must be addressed, the Christmas card may be the means of providing the holiday note. The card in Fig. 32 is shown designed in the form of a tag. Fig. 33 suggests the use of a booklet, labeled to the top of the standard container, to provide a decorative note, an addressed card and the necessary descriptive data for products requiring substantial explanation of their features, advantages and use.

Folding cartons are sometimes utilized in place of, or as an alternative to, wraps—particularly where several standard units are to be united into a single holiday sales unit. The use of the folding carton, in such cases, provides structural strength greater than that which would be afforded by a wrap. One type of carton, well suited to this purpose, is shown in Fig. 34. The transparent window extends over top and front face of the package, permitting an ample view of the underlying container or merchandise.

Fig. 35 shows one of a number of possible constructions of dual cavity cartons designed to hold two or more units of merchandise. Fig. 36 suggests the special holiday carton—as used for liquor bottles, for instance—with a die-cut hole to afford visibility to the necessary label data.

Fig. 37 suggests one of the simplest of all means of achieving holiday atmosphere in the form of an attractively designed gift card label to be applied either to the standard package, to the standard outer container or to a special overwrap.

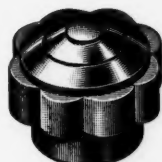
* * *

Since novelty of package construction frequently plays an important part in achieving display for Christmas packages and attracting the consumer's eye to them, many manufacturers, particularly in the cosmetic industries, have begun to look toward other packaging industries for traditional package forms which can be converted for use as special holiday containers.

Fig. 38 shows a dressed-up milk bottle, such as was actually utilized by the manufacturer of a bath powder formed of a dried milk base. Fig. 39 suggests the use of the waxed, conical, paper pail for dusting powder or similar merchandise or for the presentation of small items nested in shredded cellulose. Fig. 40 shows a possibility of converting the folding boxboard bottle carrier, so widely accepted in the carbonated beverage industry, to use as a package for cosmetic, perfume or nail polish packages. Fig. 41 suggests the use of miniature cloth, cotton or paper boxes, shaped like flour sacks, for sachet, small cosmetic bottles or similar small units of gift merchandise.

Fig. 42 is a construction of drawn transparent rigid material to simulate a wine or champagne bottle. Such a package has been widely utilized as a housing for powder puffs and might well be utilized in numerous other instances. Fig. 43 is one of the variant forms of paper milk or cream "bottles." Its use is here suggested in decorative form as a housing for stockings, cosmetics or other novelty holiday merchandise.

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Index of Advertisers

Addison Lithographing Co.	77	Hampden Glazed Paper & Card Co.	Insert 4-5
Advertising Metal Display Co.	113	Harris-Seybold-Potter Co., Seybold Div.	97
Alvey-Ferguson Co.	107	Hazel-Atlas Glass Co.	65
American Can Co.	Inside Front Cover	Heekin Can Co.	63
American Coating Mills, Inc.	4	J. F. Helmold & Bro., Inc.	34
Anchor Cap & Closure Corp.	10-11	Hinde & Dauch Paper Co.	16
Anchor Hocking Glass Corp.	10-11	Hudson-Sharp Machine Co.	107
Arabol Manufacturing Co.	67	Hygienic Tube & Container Corp.	105
Armstrong Cork Co., Glass & Closure Div.	55	Kimble Glass Co.	21
Artistic Flock Novelty Co.	23	Lowe Paper Co.	69
Atlas Gum & Sizing Co., Inc.	113	Lowery & Schwartz	115
Bakelite Corp.	33	Lusteroid Container Co., Inc.	111
Chas. Beck Machine Co.	107	Merit Display Card Co.	81
Beetle Products Div. of American Cyanamid Co.	Back Cover	Geo. H. Morrill Co.	109
Bingham Brothers Co.	22	Mundet Cork Corp.	28
Bostitch, Inc.	92	Nashua Gummed & Coated Paper Co.	Insert 24-25, Pg. 36
F. N. Burt Co., Inc.	53	National Can Corp.	25
Carr-Lowrey Glass Co.	31	National Packaging Machinery Co.	91
Cartoning Machinery Corp.	91	New Jersey Machine Corp.	93
Celluloid Corp.	35	Owens-Illinois Glass Co.	56-57
Champion Paper & Fibre Co.	Insert 24-25	Package Machinery Co.	82
Chicago Printed String Co.	15	Peters Machinery Co.	89
Arthur Colton Co.	103	Phoenix Metal Cap Co.	1
Consolidated Fruit Jar Co.	115	Pilliod Cabinet Co.	26
Consolidated Packaging Machinery Corp.	105	Pneumatic Scale Corp., Ltd.	87
Container Corp. of America	61	F. B. Redington Co.	3
Crown Can Co.	5	Riegel Paper Corp.	27
Crown Cork & Seal Co.	101	W. C. Ritchie & Co.	6
Louis Dejonge & Co.	19	Sefton Fibre Can Co.	8
Dexter Folder Co.	103	Simplex Paper Box Corp.	18
Dow Chemical Co.	17	S. K. Smith Co.	24
E. I. du Pont de Nemours & Co., Inc.	14	Stokes & Smith Co.	95
Durez Plastics & Chemicals, Inc.	Inside Back Cover	Sylvania Industrial Corp.	29
Eagle Printing Ink Co.	113	Union Paste Co.	111
Eastman Kodak Co., Chemical Sales Div.	59	U. S. Automatic Box Machinery Co., Inc.	91
Economic Machinery Co.	107	U. S. Printing & Lithograph Co.	Insert 6-7
Einson-Freeman Co., Inc.	75	Warner Bros. Co.	30
Federal Tool Corp.	13	Weinman Brothers	115
J. L. Ferguson Co.	99	Wheeling Corrugating Co.	12
F. G. Findley Co.	115	Williams Sealing Corp.	109
Forbes Lithograph Co.	70		
Gardner-Richardson Co.	9, 32		
Goodyear Tire & Rubber Co., Pliofilm Sales Dept.	7		
Goodyear Tire & Rubber Co., Pliolite Sales Dept.	Insert 16-17		

MODERN PACKAGING

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